

CHAPTER 1

“That Thing”: A Multi-Purpose Box

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Abstract

Students will always face with the problem of unmanaged study area because of their lack of time to do so. This product is created based on the problems that they are facing which is having a messy study table especially during final examination. Basically, the function of this product namely “That Thing” is to manage and minimize few things that mess up student’s study area specifically their study table. “That Thing” is categorized as unique as it comes with multiple functions which can bring benefits to the user. Furthermore, the idea of its functions is still new in the market. “That Thing” requires a small amount of space on the study table based on its size despite its multiple roles. “*That Thing*” also consists of 95% recycled items which helps us to convert our old products into new useful products. In other words, it is worthy for the environment. Since “That Thing” is saving resources as well as sending less trash to the landfills, it helps in reducing air and water pollution. Furthermore, it is portable as it can be moved easily to any places the user desires wants to put as they like. Finally, it is assured that, “That Thing” will bring benefits not only to the students but also everyone who is facing the same messy situation.

Introduction

Our team focuses on the problems that the students are facing and provide them with solutions. Students will always face with the problem of unmanaged study area because of their lack of time to do so. One interesting study by Ross, Niebling and Heckert (1999) and Hashim (2003) identified that messy living condition is one of the potential stress among college student in Midwestern University and also in China. Recent research done by Chae and Zhu (2014) found that individual who exposed to disorganized environment

are more likely to exhibit self-regulatory failure in subsequent tasks which is harmful. Based on that findings, we have decided to create a product that can simplify students living area especially their study table, made out of only recycled items. The product we proudly produced is called as “That Thing”. “That Thing” is a multipurpose function product which allow students to save money for their future, put reminder notes, be aware of the time, a place to put a picture of their beloved ones and also a place to store their stationaries.

Product Details

This section describes detail on the “That Thing” earlier development.

a. Product features

The specialty about “That Thing” can be described as in Table 1 below.

Table 1
“That Thing” Special Features

Special feature	Description	Function
As a place to put money	Made out of juice box or milk carton	A place to keep money safely and well organized
To place photos of beloved ones	The material used is cardboard	To reduce stress and gain spirit and confidence
To place sticky notes	The material used is cardboard	To always be reminded
Retractable watch	Unused old watches	To be aware of the time
Stationary holder	Made out of small paper box	To place stationary like pens and pencils

b. Materials Used for Product Development

Materials used in producing “That Thing” is described in Table 2.

Table 2
Materials Used for “That Thing” Development

Materials	Functions
Pencil	To sketch patterns on the paper.
Eraser	To erase any mistakes during sketching.
A4 paper	As a surface to sketch the pattern.
Scissors	To cut the paper into certain measurement.
Water Colour	To paint the pattern that has been cut.
Glue	To stick the paper on the box.
Knife	To cut and make a hole on the box. To cut and make a hole on the tennis ball.
Sticky notes	To write a reminder.
Box	As a place to store money

Hooks	To hang things such as keys.
Cardboard	To maintain the stable of the carton
Watch	To easily see the time

Commercialization Potential

We positively expect that “That Thing” can be widely commercialized. There are many ways to promote and spread the news about this product. One of the best and efficient way is by doing the E-Marketing. This can be achieved by creating an online website, Facebook page, Twitter and Instagram. E-Marketing has become main initiative for today’s successful entrepreneurship. The target market for “That Thing” is mainly focused on young people especially students and workers. This is because of the attractiveness and uniqueness of this product that will surely be a catching eye for those in interest.

1. Online Marketing

In business, it is well known that it is vital to ensure our customer happiness and satisfaction. To achieve that, we can maintain a good relationship by having continuous good relationship with the customer at all time. This also can be done by managing a customer relationship management which is to keep track of customer buying habits. Business can be conducted online without the need of having the actual physical store. Furthermore, we can promote the product via Facebook ads which now is being common among fellow entrepreneurs. Small business can be spread much more easily and target audience are more efficient and accurate.

2. Direct Selling

While online marketing has its own pros and cons, we cannot neglect the importance of direct selling. Direct selling has its own perks which make us able to communicate with the customer directly. This can enhance and increase the customer retention. Moreover, it is convenient as it is easy for us to explain and give a brief introduction on the product and any inquiries can be answered directly. This type of marketing is quite effective and there is no barrier in communication and all information can be passed directly and misinformation can be avoided.

Further Research

It will always be an unstoppable effort for us to keep on focusing and finding improvement for “That Thing” so that it can become more unique and attractive. “That Thing” can be improved by making it larger so that it can bring more benefits to the user. Moreover, the watch can be customized with more attractive colours and built in alarm. Our current product is quite fragile and we are thinking of making it more stable and replace the milk carton with something thicker. In addition, we can add some LED light

around the product. The LED light can act as an attraction as well as a light so the person will be able to see the time even in a dark place. The decoration can also be customize in various design to distinguish with other products.

Conclusion

We are very pleased to innovate and create “That Thing” in order to ease our potential customer’s lives on daily life especially for students. We are very happy to say that we are able to solve problems that are faced by them every single day. We are inspired to satisfy our customer with our product in various beneficial aspects. Finally, despite few weaknesses identified, we hope that “That Thing” can bring happiness for our customer and ensure a long-term relationship with them.

References

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