

CHAPTER 4

Jackbeat: A Multi-purpose Jacket with Style

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Abstract

Most of backpackers have problems while travelling as they have to carry many bags; one for apparel, one for sleeping bag and others. Some backpackers wear thick jackets for climbing mountains as to cater the cold weather at the top of the mountains. It could be good if they can manage their baggage by wearing Jackbeat – a jacket that might be used as a sleeping bag. JackBeat enables the backpackers to save space in their luggage and it is made from lighter material to ease the users for the climbing or hiking activities. Besides its multi-functions, Jackbeat is user friendly as it is very easy to wear: just wear and zip-zap it in seconds. Jackbeat also comes with a built-in earphone holder, pockets, eye-mask, hood and a sleeping bag. This product is also cost-saving and environmental friendly as it is made from reused jackets which being altered with its additional features. Not only beneficial for the backpackers, Jackbeat is also for the homeless people to sleep on what they wear. It is hoped that Jackbeat might be able to hit the fashion industry by providing a multi-purpose jacket with style and quality.

Introduction

According to Tourism Australia, backpacker is defines as “a person that spends at least one night in either backpacker or hostel accommodation”. Backpackers are generally

characterized by their independent style and extensive ranges of travel, coupled with their ability to extend their length of stay through prudent budgeting. International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, according to the latest UNWTO World Tourism Barometer. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world last year as compared to 2014. 2015 marks the 6th consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010.

When traveling, backpackers tend to carry a heavy and big bag because all of their belongings are put into that one bag. Surely this will caused their shoulders to feel stiffed. Some backpackers even carried two bags which are one for their personal belongings like clothes and other bag is for their sleeping bag. This has caused an inconvenience for them during the travel period. Some might just carried only one bag and stuffed their sleeping bag into that bag but this will reduce the spaces in the bag.

Jackbeat: An Innovative Environmental Friendly Jacket

So, in order to solve the problems stated in the introduction section, we came up with Jackbeat.



Fig. 1 Front View



Fig. 2 Rear View

a. Product Features

Table 1
Product Features

Features	Functions
Foldable Hood with Eye Mask	The user of this jacket can choose whether to use the hood or not when they're wearing the jacket and there's also a built-in eye mask that they can use when they want to sleep in dark-like situations.
Document's Pocket	This pocket is used to store important documents like passport so you won't lose it in any part of your bags.
Beverage's Holder Pocket	This pocket act as a holder for your beverages since it is inconvenience for you to hold your drinks while walking.
Earphone Holder	It is created to avoid entangled earphone when the users store their MP3 player or mobile phone in the pocket.
Foldable Sleeping Bag	A foldable sleeping bag can be released from the inside of the jacket and cover the user's legs from cold and other disturbance such as insects.
Gadget Pocket	This pocket can carry any full size tablet, novels, keys and any basic things to free up space in the user's purse or bags for more convenient plane boarding.

b. Materials Used for Product Development

Table 2
List of Materials

Materials	Functions
Canvas Fabrics	This fabric used to create the leg parts for the sleeping bag and to be used as a protection for the lower body parts when sleeping.
Eye Mask	This eye mask is made with a combination of sponge and fabrics so that it would feel soft when using it. It is used to cover the user's eye when they want to sleep at a bright place.
Zipper	Zipper is used for the document's pocket to keep the documents safe and to prevent it from dropping out of the pocket.
Velcro Tapes	It is used to attach both sides of the fabrics when using the sleeping bags and to hold it when the sleeping bag is folded.
Thread	Thread is used to stitch Velcro tape on the sleeping bag and jacket, stitching the eye mask on the hood, and stitching the pockets on the jacket.
Jacket	This is the main material for the development of JackBeat. It acts as a multi-purpose jacket with a combination of sleeping bag.

Commercialization Potential

JackBeat is expected to gain huge response from the market after considering the uniqueness, features and benefit that this product has. To achieve that, we can commercialize and spread the news about JackBeat widely by using a medium such as an online website, Facebook page, Twitter and Instagram. Promoting a product using an E-Marketing as a medium has become common initiative and most of today's successful entrepreneurs give a high expectation on it. For pricing, to fulfill our customers demand, we have fixed the price of our product at lower price. The production cost for our one JackBeat is RM40. Then we mark up the price for 20% as our profit from our sales. So, the selling price of each JackBeat is RM60. The price and affordable and quite an eye catching for those in interest

a. Online Marketing

Anyone would be excited if their product was bought. It is happiness in business. So for us to achieve that kind of happiness, we have to focus on online marketing. These days, there's a numbers of online store on social networking sites like Facebook, Instagram and Twitter. These sites help small business like us to achieve a bigger slice of audiences so that our product will be known by the targeted audiences. For example, we can use the Facebook Ads which it will help to boost our post about the product and advertised it on someone else Facebook's Timeline. This will encourage the potential customer to read our post and will likely attract them to buy the product. This method has been widely used by the local businesses.

b. Direct Selling

Although we would like to focuses on online marketing, we still believe that direct selling has its own advantages. With direct selling, we can communicate directly with our potential customer and give them an introduction and explanation about our product in a two-way communication which is face-to-face communication. This type of communication is considered as the most effective because it doesn't have to go through a communication medium which sometimes will likely to deliver the wrong messages.

Further Research

In the future, we would like to come up with a new version of JackBeat by using a new type of fabrics for the upper body part and the lower body part. Our current JackBeat is not water resistant so we're hoping that the new JackBeat will be water resistant so that it can be used even during rainy days to prevent it from getting wet. We will also use a better type of jacket that would look slim fit to the user's body size so that it would be more stylish. In addition, we would like to fully customize JackBeat into a brand, new product with various designs and provide our customer with variety of choices from

which to choose without neglecting the actual features and benefits.

Conclusion

In conclusion, JackBeat is a necessary product for all backpackers out there and for those who want to feel the convenience of having a two-in-one product without having to carry around heavy and big bag pack. We hope that JackBeat can deliver a great experience for all backpackers out there who's traveling all over the world. Apart from gaining profits, we are striving to ensure the customer safety and comfort while meeting the customer expectation. We hope that by introducing this product, it could ease everyone and we would like to create a long-term relationship with the customer for a better improvement in the future.

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