

BUSA2301

Engineering Management

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Project Name: Smart Helmet

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**I. Executive Summary:**

A.Company Name: Smart Helmet.

Address: Palestine-Ramallah-Dowar Al Manarah-Al Natsheh Building

Phone Number: 022892156

## About us:

Nowadays, there are many people who ride motorbikes. They find it more joyful and also easier to use it than depending on transportation lines which may be bad in their villages. However, we also hear a lot about traffic accidents, more specifically, motorcycles' accidents that happen as a result of many factors such as extra speed, using phones while riding, and inefficiency of the motorcycle or its helmet. From here, our idea brightened up, why don't we improve a helmet that provides its riders with many technologies that make them safe as much as possible, so that motorcycle s' accidents will be more avoidable.

We want our product to be known for the most possible number of people, and specially those who are young and prefer to ride the motorbikes, those who avoid riding motorcycles in order to be safer, and those who their parents prevented them from riding the motorcycles because of their fear about their children. So, we will focus on the social media which is accessed by these people who mentioned above. Our customers trust our product because it will provide them with all the reasons that will make them safer and more aware of what is happening around them.

# II. Mission and Vision Statement:

1. Our vision: is to offer the drivers of the motorbikes an extraordinary experience that provides the customers with distinguished features, such as safety, customers’ satisfaction and pleasure.
2. Our mission: is to serve our customers with a helmet that provides the latest, simplest technology of production and that will meet the advanced needs of the drivers of the motorcycles especially with the increased risk that face the drivers of the motorcycles.

## The core values and principles our business stands for:

Each business should stand for certain values and principles that develop the company’s culture and vision and that represent the company’s identity. These core values work as a guide for every decision and choice that has to be taken in the life of the company. As for our business, it stands for core values and principles. The first value is the value of caring. We care about the life of our customers. The second principle is the principle of continuous development. We are always improving the technology and the techniques used in producing the helmets. Third, we are eager to help our customers solve the issues associated with the technology used in the helmet. Fourth, we ensure success through maintaining lifelong customers by providing a special product the customers need.

1. Our competitive advantage: is that we put value to the life of our customers. This is why we provide the helmet with technology that will reduce the risk that faces the drivers of the motorcycles. In addition to that, our product combines both safety and production which all the drivers of the motorcycles desire for.

# III. Company Products and Services:

## Description

1. **Product Features and Benefits:**

|  |  |
| --- | --- |
| Product Features | Product Benefits |
| It is equipped with the best materials that protect the driver, such as:   1. Carbon Fiber is used to reduce the weight 2. Liner. 3. Sponge liner. | 1. It reduces the weight of the helmet. 2. It absorbs shocks. 3. It comforts the driver. |
| It is connected with 360 degree camera. | This camera enables the driver to see the road from all sides. |
| It has a head-up display screen and an intelligent personal assistant. | It previews information about tire pressure, oil level, fuel, destination, weather, speed and dangers on the road. |
| It is connected with Bluetooth. | It provides access to music and phone calls. |
| The driver can connect his or her mobile to the helmet through GPS. | This |
| It has a special design and style:   1. Full and half face cover. 2. Black and silver colors. 3. Multi sizes. 4. Slots to let enter and exit the air as well. 5. Night interior led is provided. | These features attract more customers to buy the helmet and provide them with safety. |

1. **Warranties and Guarantees:**
2. Support delivery: delivering the product to all areas in West Bank and Occupied Lands, and abroad through Amazon.
3. Return policy: First 30 days.
4. Warranty: For 4 years.
5. **Unique Selling Proposition (USP)**

Our unique selling proposition describes our contribution to reduce head injuries among motorbikes drivers as head injuries are a leading cause to death and disabilities. So, this helmet, that has all the features that we mentioned above, will provide our customers with a high degree of safety and protection. In other words, our unique selling proposition is **“the life of our customer comes first”.**

1. **Future product offerings:** the first five helmets will be sold for 650$ instead of 1000$.

# IV. Industry Profile and Overview:

## Industry Analysis :

1. **Industry background and overview :**

Regular bikes, sometimes referred to as aerobics, have been and are still the preferred methods for many people to use in their rides. They are simple, comfortable and environmentally friendly. In addition, they are sporty and you can add your special touches to them.

Motorcycling is another matter. Driving these bikes is a very special pleasure for young people. It is not limited to one age. We see people of different ages ride motorbikes despite the tremendous developments in transportation. However, this is also a problem.

While motorbikes have developed the helmet remains traditional and simple. This traditional helmet is basically a cover to protect the head when falling and perhaps protect the eyes when people drive at a high speed. So, there is a great degree of risk drivers go through when they use motorbikes. Now, it is time to develop this helmet into a smart one which is called **Smart Helmet**.

The Smart Helmet is a new generation for all types of bikes. It does not only provide drovers a protection from accidents and fall hazards, but also becomes a key part of the driving experience itself and an indispensable device.

Although this helmet was made in foreign countries recently, most of the motorcycle's drivers don't know about it especially in Palestine. This is why we decided to produce this developed helmet.

1. **Significant trends :**
2. The number of people using motorbikes is increasing.
3. Connectivity for safer riding.
4. With the increasing transportation traffic, people are looking for fast transportation to get out of the traffic that is motorbikes. So, the use of this helmet becomes very necessary.

**3. Growth rate**

The growth rate of our industry will be very slow due to two reasons. First, it is a start up industry. Second, the cost of this product is a little bit high due to the materials it will be made of and the technology it will have. However, if the drivers really care about their lives, they would never mind to buy this helmet even if its cost is high.

1. **Barriers to entry and exit**

The biggest barrier for us to enter the industry market is whether the drivers of motorbikes will buy our product or not since most of the drivers of motorbikes in our country do not wear helmets.

## Outlook for the future :

We aim to reach out to most motorcyclists in Palestine and introduce them to our product that protects their lives while driving .We aspire to develop and supply our product with new technologies that benefit the drivers.

## Stage of growth :

We are still at the beginning of our business which means that we are in the start-up stage.

# V. Competitor Analysis:

## Existing competitors

**Who are they?**

Because our business is small and still in its infancy, the competition is not very strong. Since our industry is the only one within the borders of Palestine, our biggest competitors will be the shopkeepers who sell the traditional helmet.

1. **Potential competitors** :
2. **Who are they:** For now, there are no potential competitors, but maybe this new industry will attract more competitors if our market grows large enough. This growing competition will force prices downward, but will push the costs upward to the increased costs of marketing, high quality products and qualified workers.
3. **The impact of competitors on our business if they enter:** Customers may be tempted to believe that the competitor's product has the same quality and strength of our product, but it is more likely that the competitor's product is made of less expensive and quality materials, so it may be offered at a lower price, which customers are more likely to buy.

# VI. Business Strategy:

## Desired image and position in the market

1. We focus on beliefs and values in positioning our product. Smart helmet means much more than just producing a protected and technological helmet. Smart helmet means safety, comfort, tranquility, enjoyment and happiness.
2. Smart helmet makes parents feel comfortable and safe about their children because of the protection and alarm features of helmet.
3. It is a new, enjoyable and safety experience for motorcycles drivers.
4. Smart’s interest of technology doesn’t conflict with having the best protective safety materials and design.

## Company goals and objectives

**The main goal** is to produce a product that competes successfully with the outside world.

**Objectives:**

1. To protect people who are cycling, in addition to offer them pleasure while driving**.**
2. To make a good profit and allocate part of it to charities.
3. Affordable protection is more than tagline.
4. To sell of at least 50% of the quantity produced within 6 months.

## SWOT analysis

**SWOT Analysis**

## Competitive strategy

* **Differentiation:** We are mainly seeking to produce a unique helmet with high quality that integrates our customers with safety and modern technology. By pursuing this strategy, we will build loyal customers that will support our products and make repeat purchases.

# VII. Marketing strategy:

## Target Market:

As we will produce a modern helmet, our customers are those who ride motorbikes in Palestine regardless of their gender and age.

## Customer's motivation to buy:

Customers who seek both safety and pleasure will find our product very valuable for them.

## The market size and trends:

The market where we will sell our product is relatively good since there are many people who use motorcycles and their number is continuously increasing since there are many shops that sell motorcycles and many repairing places for these motorcycles. This tells us that the market is increasing.

## Selling force:

For our sales force, they are supposed to have good communication skills that enable them to convince the customer with the effectiveness of our product. Since, we are at the introductory stage of our product, we will not hire many sales people, instead, two sales people will be enough. The compensation will be based on the efforts the sales person show, and the number of units you sell.

## Advertising and promotion:

We will advertise our product mainly through social media especially Facebook, so that motorcycle's riders can easily know about our product and its special features. We will also make a special leaflet for our product, and distribute it over the shops and motorcycles repair places. As a step for increasing publicity; we will recommend our customers to tell others about us.

## Pricing:

After asking about the price of the normal helmet, we found that it ranges between 100-350$. So, after considering how much the helmet will cost us to produce it, its price it will be 1000$, since it will give the riders of the motorcycle many important techniques that will keep them safe as much as possible. In relation to this, We seek a certain image in the market, we want to be as much reliable for our customers as we can, because our product offers new things that people will be hesitant about whether to buy our helmet or not, we don’t want to receive any negative reaction about our product, and this encourage our product as much as we can.

## Distribution strategy:

Our customers can find our product in the store we will open in Ramallah. For the future, if our product is successful enough and there is a good demand for it, we will distribute our product for many shops specialized in motorcycle concerns.

# VIII. Location and layout

We will provide our product in Ramallah, more specifically, at Dowar-Al Manarah.Al Natsheh Building, because it's targeted by a lot of people for shopping, and this will be a great chance to keep in touch with our potential customers. This location is also easy to access by our work staff and there is also a relatively good transportation network. On the other hand, this location has one negative side which is that it I s full of noise and transportation crisis.

We will try to make our office as much creative as we can, the external design should be attractive, the name of our office should also be clear and appropriate with the level of view so that it will be obvious for the people who pass by our office. From the inside, we will paint the walls with white color, and we will add some paints associated with motorcycle stuff, such as a painting of a small helmet, and another one of a group of small screws and these paintings will be in black and red colors. The lights of our store are supposed to be calm, not too bright, and not too faint. So, we will make of effort lot to make our customers as much comfortable as we can when visiting us.

# IX. Description of Management Team

**Management Team**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Post | Summary of duties | Skills and experience |
| Noor | Top manager | * Planning: She is responsible for setting the goals and objectives and the ways of achieving these goals and objectives. * Organizing: arranging and structuring work to accomplish the organization goals. * Leading: influencing and motivating employees. * Controlling: monitoring, comparing and correcting work performance. | * Communication skills. * Leading skills. * Critical Thinking. |
| Hiba | Financial manager | Producing reports, directing investment activities and developing strategies and plans. | * Communication skills. * Commercial awareness. * The ability to work in teams. |
| Razan | Marketing Manager | Developing the marketing strategy for the company in line with company objectives and identifying marketing and promotion opportunities. | * Communication skills. * Motivational skills. * Creativity. * Attention to details. |
|  | Sales Manager | * Successfully managing the sales team. * Developing and implementing strategic sales plans. | * Experience: previous experiences as sales manager for 2 years. * Skills: * Very good communication skills. * Social perceptiveness. * The ability to create a positive work environment. |
| Jana | HR manager | Acquiring, training, appraising and compensating employees and attending to their concerns. | * Decision making skills. * Talent management skills. * Attention to details. |

# X. Plan of operation

**A. Form of ownership chosen and reasoning**

Private ownership: We want to have complete authority over our operational decisions and not to worry about shareholder expectations and interference.

## Decision making authority

We will form a board of directors consisting of Noor, Hiba, Razan and Jana and the decision will be taken by majority vote.

## Compensation and Benefits packages:

In addition to employees' salaries, we will give them a health insurance for them and their families. We chose to provide this type of benefit at the first stage of our business for two main reasons. First, we think it is the most preferred employee insurance of the majority of people who work. Second, it is important because our work is combined with risk since employees will conduct very difficult processes to produce our helmet. So the health insurance will motivate them instead of being worrying or hesitating about working with us.

## Staffing plans:

As we are still in the very beginning of our industry, we will hire only two sales persons and five employees to help us in producing the helmet. For the five employees who we need to help us in the industry, they must master composition and programming works, so that they would be able to connect the technologies we will add to the helmet. So, these people are required to be either specialized in IT or electricity or they could be technicians who are trained in this field. They are supposed to have technical skills that enable them to perform the work perfectly. As for the two sales people, they are supposed to have a bachelor degree in business and to have good communication skills that enable them to communicate with our customers and to convince them about the value of our product.

# XI. Financial Forecasts:

**Startup capital** for the first month:272 00$

|  |  |
| --- | --- |
| Expenses | Amount of money/ per month |
| Rent | 600$ |
| Electricity and water bills | 400$ |
| Insurance | 100$ |
| Necessary equipments | 10000$ |
| Raw materials | 10000$ |
| Employee Salaraies | 6100$ |
| Total | 27200$ |

**Running capital** for first six months: 163000$

**Equity sharing:**

|  |  |
| --- | --- |
| **Name** | **Percentage** |
| **Noor** | **25%** |
| **Hiba** | **25%** |
| **Razan** | **25%** |
| **Jana** | **25%** |

# Appendix:

## Organization Chart:

Smart Helmet

Smart Helmet is a project to produce a safe helmet which is made of the best resources. It protects the whole face. It is connected to modern technologies such as Bluetooth, GPS, 360o camera and voice control.

**References:**

Google Survey

The book of Human Resource Management

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