

2015

Business Plan



THERMO BLASTER

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ThermoBlasters

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Our Product -

Identifying project's idea :

ThermoBlast is a wearable technology which is mainly based on the perception of thermal comfort, the condition of mind that expresses satisfaction with the thermal environment, ThermoBlast is a wearable item which based on a scientifically proven fact that heating or cooling a certain region in the body will affect the whole body by several degrees, this study was done by students at MIT university, ThermoBlast is a wearable tech which cools or heats your body by using the peltier, 5*5cm piece works on thermoelectricity, it converts electricity to heat, The Peltier effect is a temperature difference created by applying a voltage between two electrodes connected to a sample of semiconductor material. , so we need to make all needed modifications to achieve the goal which is affecting body's temperature and achieving thermal comfort.

Why is it ThermoBlast ?

We called this Product ThermoBlast as it will come as a blast to the market , besides it mainly depends on temperature difference and thermoelectricity , in addition to being an easy and special name to memorize.

Why did we choose this product ?

Basically the science of thermal comfort became one of the most important aspects in the present time , as it's becoming really hot at the summer especially here in the middle east , and really cold in the winter, so we had to innovate a solution which maintains human's thermal comfort without consuming too much power , easy to use and manufacture and could fit with different uses and shapes.

Features

What distinguishes our project ?

1. Reduce power consumption : a regular air conditioner with 1.5 ton consumes 5.3 KW , whilst a ThermoBlast consumes 10.36 W .
2. More Healthy : as air conditioners spend too much time in an air-conditioned environment which may contribute to health problems such as asthma, tightness in the chest and other respiratory ailments .
3. Cost : ThermoBlast as a product has a low price compared to other air conditioning tools .
4. Product's warranty : as ThermoBlast is warranted for 6 months.
5. Feasible : ThermoBlast is a feasible, easy for customers to use.
6. safe : it's safety is assured by providing ThermoBlast with a safety system, with a group of sensors so the temperature will be perfectly adjusted as the user wants.
7. various forms and shapes : as the concept used in ThermoBlast could be applied on different wearable items, which provides huge flexibility in manufacturing products depending on the market needs.
8. Special options and additions could be added to the products , as massage tools could be added to the products.

About ThermoBlast

Take a closer look!

is a commercial industrial product, targets anyone whom is forced to the exposure of high or low atmospheric temperature and is not willing to pay too much for air conditioners and consume too much power for that.

Why ThermoBlast ? Damages caused by air conditioners,,

as a result to the huge health damages caused by air conditioners referring to Globalnews.ca TV program, such as :

1. Illness and constant fatigue :

Research shows that people who work in over air-conditioned environments may experience chronic headaches and fatigue, This leaves you more vulnerable to contracting colds, flu's and other illnesses.

2. Dry skin :

Long hours spent in air conditioned environments causes your skin to lose moisture; if you are not aiding your skin with a constant supply of moisturizers you may begin to suffer from dry skin.

3. Adds to the effects of your chronic illness :

Central air conditioning systems are known to enhance the effects the illness that you may already be suffering from. AC is notorious for increasing the symptoms of low blood pressure, arthritis, and neuritis, making pain management more difficult for those adamant on using their central air.

4. Breathing problems :

Though your car's AC may be a saving grace while stuck in traffic on a hot day they are the worst offenders for circulating germs and micro-organisms that cause breathing problems. Researchers at Louisiana State Medical Center found eight types of mould living inside 22 out of 25 cars tested.

Marketing

Targeted segment :

as a product in general, it targets employees within the age of (25 – 35) as they're exposed to air conditioners in their offices for long time, besides plus they're affordable to pay a price that suits our company , but to enhance sales and maximize the product's efficiency there will be specific products that are depending on the same concept with little modifications to suit specific group of people as the segmentation below:

1. Physical therapy products
2. Children products

Competitors :

despite the fact that there is no direct competitor as our product is totally new in the market, still we have indirect competitors such as air conditioners companies.



Air conditions competitors in Jordan :

common things in air conditioners :

1. consume too much power, 5.3KW for 1.5 ton air conditioner
2. not easily installed, requires too much drilling
3. costs a lot, the average for 1.5 ton AC is 180 \$
4. unhealthy, causes dry skin and breathing problems
5. harmful to the environment, consists poisonous gases

Air conditioners companies in Jordan :

1– Samsung :



2– Petra :



3- LG :



Pricing strategy :

ThermoBlast costs 15\$, we took a look at our competitors prices and reasonable price for customers, and in order to cover the expenses and gain earnings ThermoBlast

should be sold for 60\$.

Questionnaire

ThermoBlast

*Required

How old are you ? *

- ☐ 15 - 20
- ☐ 20 - 25
- ☐ 25 - 35

does the continuous fluctuations in air temperature annoy you ? *

- ☐ yes
- ☐ no
- ☐ sometimes

Do you feel confused to wear heavy or light clothes ? *

- ☐ yes
- ☐ no
- ☐ sometimes

Are you willing to buy a device to warm or cool you as you like ? *

- ☐ yes
- ☐ maybe
- ☐ no

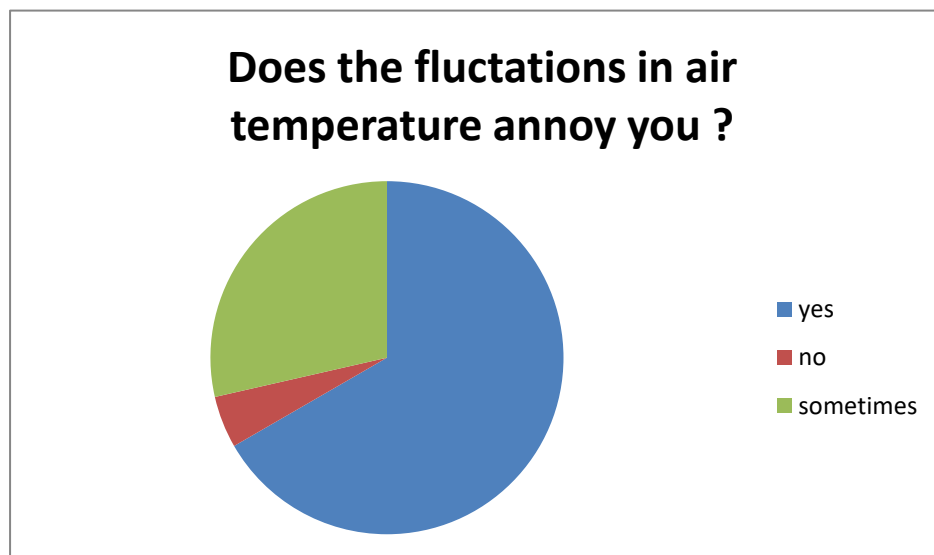
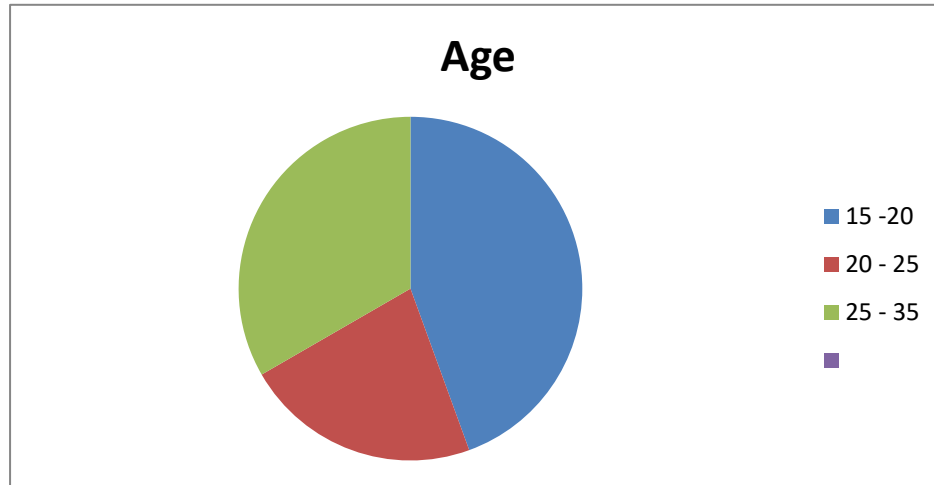
How much would you pay for such a device ? *

- ☐ 20 - 40 \$
- ☐ 45 - 65 \$
- ☐ 70 - 80 \$

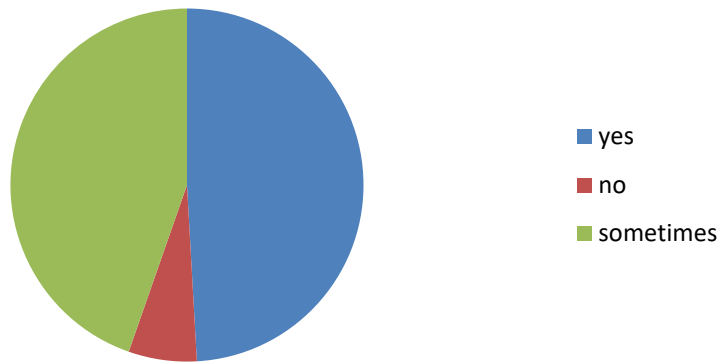
Submit

Questionnaire analysis :

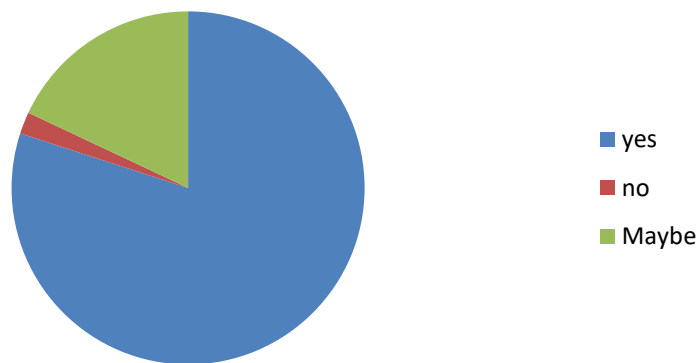
after distributing this questionnaire on high school students, university students employees in different companies those were the results :



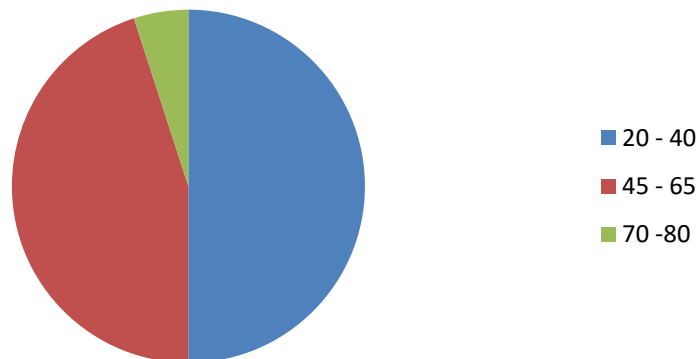
**Do you feel confused to wear heavy
or light clothes ?**



**Would you buy a device to heat or
cool your body as you like ?**



How much would you pay for such a device ?



as we see, this product has a really wide market, too much people really need such a device thus we need to be more accurate and choose a specific market, and based on those results we chose people of the age (25 –35) as our main target, as they really need our product and are able to buy within a suitable price, which is 60\$.

Legal issues :

ThermoBlast is a Limited liability company so that each and every member in the company will take the responsibility as much as he owns shares or stocks in the company.

Constant expenses :

Cost	Outlay
750	Insurance
2500	Rent
1000	Marketing
500	Legal consultations and Accountability

operating expenses :

Cost	Outlay
1000	Production requirements
8000	Wages and salaries
500	Water and electricity expenses
200	Repairs and maintenance
14450	Total

Financing :

Description	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sold out units	150	200	350	50	60	80	80	80	75	60	70	75	
				0	0	0	0	0	0	0	0	0	
Price per unit	60	60	60	60	60	60	60	60	60	60	60	60	
Total sales	9000	12000	21000	3000	3600	4800	4800	4800	4500	3600	4200	4500	
				0	0	0	0	0	0	0	0	0	
Cost per unit	15	15	15	15	15	15	15	15	15	15	15	15	
Total cost	2250	3000	5250	750	900	1200	1200	1200	1125	900	1050	1125	
				0	0	0	0	0	0	0	0	0	
Total profit	6750	9000	15750	2250	2700	3600	3600	3600	3375	2700	3150	3375	
			0	500	000	000	000	000	750	000	500	750	
			0	0	0	0	0	0	0	0	0	0	
Net profit	4500	3000	10500	1500	1800	2400	2400	2400	2250	1800	2100	2250	207000
			0	000	000	000	000	000	500	000	000	500	
			0	0	0	0	0	0	0	0	0	0	

THANKYOU

THERMOBLASTERS