

RMC 3N1 BAG: THE FUSION THE BACKPACK, SLING BAG, AND BELT BAG

Ralph Andrei Marinas, Mark Laudinez, Christopher Bandiez

Department: College of Architecture and Fine Arts
Course: Fine Arts Major in Visual Communication

INTRODUCTION

For thousands of years, both men and women have relied on bags, recognizing their significant role in daily life. The earliest bags were crafted from materials such as animal skin, cotton, or woven plant fibers. These bags were ingeniously fashioned by folding up the sides and securing them with strings made from the same material. Throughout history, bags have served as practical means for carrying various items, enduring as an essential component of human existence.

A container of flexible material that is used for carrying or storing items. A bag is typically compact, sometimes it comes in different shapes and sizes depending on how they will be used. It is made of leather, plastic, or another material that can be used for carrying personal items, clothing, and other things you need for traveling. There are all different types of bags, from

the most basic to the most complex, but they all serve the same purpose. No matter the purpose, lifestyle, and daily activity, there is a bag that can fit your needs.

STATEMENT OF THE PROBLEM

This research aims to distinguish what the customers think about the product, depending on their acceptability and satisfaction, and find an effective strategy to grow the market of 3N1 RMC Bag. This study specifically seeks to find the answer to the following characteristic of the product and what is the assessment level of the respondents namely students, travelers, and commuters in the following:

1. Aesthetic

1.1. Do you think the 3N1 bag has a good overall design?

1.2. Do the detachable bags fit the whole design of the backpack as one?

1.3. Do you think the bag's features and design can fit into the trend?

2. Functionality

2.1. Does the product's detachable feature is well-made?

2.2. Do you think the 3N1 bag "water resistant" feature is great?

2.3. In your opinion, can this bag carry your belongings properly?

3. Efficiency

3.1. Does the product fulfill the role of bringing necessary things by just detaching the bag you want to bring?

3.2. Do you think the 3N1 bag can help you save money instead of buying bags separately?

3.3. Do you think the bag is comfortable and easy to bring?

4. Usability

4.1. Do you think the 3N1 bag is easy to attach and detach?

4.2. Does the product's design not bother when being used?

4.3. Do you think these three bags can be useful in everyday life?

5. Pricing

5.1. As a casual student, commuter, and traveler who uses bags in their daily lives, do you think the price (Php 1,699) is reasonable?

5.2. Do you believe that the cost of the bag is lower compared to other brands?

5.3. In your opinion, does the price of the product reflect its quality and design?

OBJECTIVES OF THE STUDY

General Objective:

The general objective of this study is to assess the acceptability and effectiveness of the RMC 3n1 Bag among students, commuters, and travelers.

Specific Objectives:

- Evaluate the aesthetic appeal and design functionality of the RMC 3n1 Bag.
- Assess the efficiency and usability of the bag in accommodating various items and adapting to different occasions.

- Examine the pricing strategy and affordability of the RMC 3n1 Bag.
- Identify areas for product enhancement and improvement based on user feedback.
- Develop effective marketing strategies to promote the RMC 3n1 Bag to the target customer segments.

MARKETING PLAN

Marketing Objective

Researchers will go through the goal and planning of the company's marketing strategies in this chapter. Guide for the overall advertising strategy and brand awareness campaign

1. Build and increase awareness of the brand and especially of the product.
2. Attract customers and increase sales

Marketing Strategy

An ideal marketing strategy for the RMC 3N1 Bag would aim to create awareness, generate interest, and drive sales.

1. Targeted Marketing- Identify the target market for the RMC 3N1 Bag based on demographics, lifestyles, and preferences. Tailor marketing messages and campaigns specifically to resonate

with the identified target audience.

2. Online Presence- Establish a strong online presence through a dedicated website, social media accounts, and e-commerce platforms. Optimize the online channels with engaging content, product demonstrations, customer testimonials, and visually appealing images to attract potential customers.
3. Unique Selling Proposition (USP)- Highlight the unique features and benefits of the RMC 3N1 Bag that set it apart from competitors. Emphasize its versatility, durability, and convenience, showcasing how it solves the needs and pain points of customers.
4. Continuous Feedback Loop- Gather customer feedback, reviews, and testimonials to understand their experiences and improve the product or address any concerns.

Products	Description	Cost	Total
Cordura	Cordura 1000d	950 pesos per 5 yards	Php 1,900.00
Heavy duty Slider	Zipper Runner	12 pesos per piece (50 pcs)	Php 600.00
Continuous Nylon Zipper	Nylon Zipper	15 pesos per piece (30 pcs)	Php 360.00
High Density PE Foam	Foam Padding 4mm x100cm	30 pesos per piece (4 pcs)	Php 150.00
Quick Release Buckle	Belt Connecting Black Plastic 1 1/4"	50 pesos per piece (30 pcs)	Php 1500.00
Binding Tape	Bias/Binding 3/4"	135 pesos per roll (5 pcs)	Php 675.00
Tafetta Fabric	Waterproof fabric black color	96 pesos per 50x150cm (5 pcs)	Php 480.00
Seatbelt webbing	Black strap	125 pesos per roll (15 pcs)	Php 1,875.00
			Php 7,590.00

Table 1: Product Cost and Development

Statistical Treatment of Data

The information the questionnaire produced was totaled, Statistics were applied to the tabulated data to make sure it was valid, dependable, and interpreted. The researchers employed the ensuing statistical instruments.

F Test

In statistics, an F-Test is a hypothesis-testing process. Two variances from two samples are taken into account. The F-Test is employed. When the difference between two variances must be calculated significantly, that is, while assessing if two samples can be used to represent the norm. Population with similar variance.

T-Test

A t-test is a technique for comparing the means of one or two variables. Using hypothesis testing, populations may be identified. A t-test can be used to determine whether a particular group deviates from a given value, whether two groups vary, or whether there is no statistically significant difference between

F Value = $\frac{\text{Larger Sample Variance}}{\text{Smaller Sample Variance}}$ 012 022 =

paired measurements (a paired, or t-test for dependent samples).

Numerical Scale	Average Response	Descriptive Rating	Verbal Interpretation
5	4.20-5.00	Excellent/ Highly acceptable	HA
4	3.40-4.19	Acceptable	A
3	2.60-3.39	Moderately Acceptable	MA
2	1.80-2.59	Least Acceptable	LA
1	1.00-1.79	Not Acceptable	NA

$\alpha = 0.05$

Table 2: Likert Scale

SUMMARY OF FINDINGS

The study conducted on the RMC 3n1 Bag examined the respondent's perception of various indicators related to the product. The results indicate that there is no significant difference in the respondent's perception of these indicators. This implies that the RMC 3n1 Bag is perceived similarly across different individuals, and there are no notable variations in terms of aesthetics, functionality, efficiency, usability, and pricing.

The findings suggest that the RMC 3n1 Bag is highly acceptable among the target audience, including students, commuters, and travelers. The bag's design successfully combines the features of a backpack, sling bag, and fanny pack, providing versatility and adaptability for various occasions. The detachable components and separate straps

allow users to customize their carrying options based on their needs.

In conclusion, the RMC 3n1 Bag has demonstrated strong acceptability and positive feedback among users. The findings emphasize the need to continue refining the product based on user feedback and market demands to ensure its continued success in meeting the evolving needs of individuals seeking a versatile and reliable bag for their daily activities.

INDICATORS	STUDENT S		COMMUTE RS		TRAVELER S		COMPOSIT E MEAN		RAN K
	WM	VI	WM	VI	WM	VI	WM	VI	
AESTHETICS	4.40	HA	4.50	HA	4.37	HA	4.42	HA	3
FUNCTIONALI TY	4.20	HA	4.63	HA	4.73	HA	4.52	HA	1
EFFICIENCY	4.23	HA	4.63	HA	4.47	HA	4.44	HA	2
USABILITY	4.30	HA	4.50	HA	4.43	HA	4.41	HA	4
PRICING	4.17	SA	4.50	HA	4.53	HA	4.40	HA	5
OVERALL COMPOSITE MEAN	4.26	HA	4.55	HA	4.51	HA	4.44	HA	

Table 3: Overall Assessment of the Three Groups Respondents

The table shows the result of the overall assessment of the three groups of respondents, namely: Students, Commuters, and Travelers. The overall composite mean has a numerical value of 4.44 interpreted as "Highly Acceptable"

Rank 1 is "FUNCTIONALITY "with a composite mean of 4.52 and interpreted as "HIGHLY ACCEPTABLE"

Rank 2 is "EFFICIENCY "with a composite mean of 4.44 and interpreted as "HIGHLY ACCEPTABLE"

Rank 3 is "AESTHETICS "with a composite mean of 4.42 and interpreted as "HIGHLY ACCEPTABLE".

Rank 4 is "USABILITY "with a composite mean of 4.41 and interpreted as "HIGHLY ACCEPTABLE".

Rank 5 is "PRICING "with a composite mean of 4.40 and interpreted as "HIGHLY ACCEPTABLE".

CONCLUSIONS

The study on the RMC 3n1 Bag reveals that the product is highly acceptable and well-received by its target audience. The bag's innovative design, combining a backpack, sling bag, and fanny pack, offers versatility and convenience for various situations. The findings affirm the RMC 3n1 Bag as a reliable and adaptable choice for students, commuters, and travelers seeking a versatile carrying solution for their daily needs.

Overall, the study concludes that the RMC bag has achieved a high level of acceptability among Students, Commuters, and Travelers, establishing itself as a preferred choice for individuals

seeking a versatile, functional, and reasonably priced bag. The positive reception across various dimensions indicates that the bag is well-positioned to cater to the needs and preferences of its target market, contributing to its potential for success in the market.

RECOMMENDATIONS

Product enhancement is one of the recommendations in this study. Regularly assess and incorporate customer feedback to further improve the design, functionality, and usability of the RMC bag. Continuously innovate to stay ahead of competitors and maintain customer satisfaction. By actively seeking and incorporating customer input, the company can identify areas for improvement and address any shortcomings in the product. Customer engagement would also be an also good recommendation. Foster ongoing engagement with customers through various channels, such as social media platforms, email newsletters, or loyalty programs. Encourage customers to provide feedback, testimonials, and share their experiences to build brand loyalty and attract new customers. Lastly, being competitive in pricing will help the product grow. Continuously assess the pricing strategy to ensure it remains competitive and aligned with the perceived value of the RMC bag. Regularly monitor market trends,

competitor pricing, and customer preferences to adjust pricing if necessary.

By carrying out these recommendations, the RMC 3n1 bag can build upon positive results and maintain its strong position in the market. Continued focus on product improvement, targeted marketing, customer engagement, and strategic distribution will contribute to the sustained success of the RMC bag and help capture a larger market share.