

FOLDEX: AN EXPANDABLE ARTIST TOTE BAG FOR MORE EXTENSIVE AND ECONOMICAL USE

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INTRODUCTION

Artists and other creative people need a dependable and effective storage solution for their art supplies, materials, and instruments. Traditional tote bags frequently fail to fulfill their individual demands, resulting in unorganized and inconvenient encounters. Recognizing this market gap, this study on expandable artist tote bags intends to address these issues and give artists a specific storage solution that improves convenience, organization, and mobility.

Artists rely on their art tools to help them achieve their creative ideals. Carrying and arranging numerous supplies such as paints, brushes, sketchbooks, painting canvas, and other instruments, on the other hand, may be a difficult chore. Their ability to handle their creative supplies is hampered by the constraints of typical tote bags,

which lack compartments and adaptability. Artists need a bag that can adjust to the size and quantity of their supplies, allowing them quick access and ensuring their safety during transportation.

This explores the unique challenges faced by artists when organizing their art equipment and aims to understand their specific needs for an ideal storage solution. By conducting extensive market research, gathering input from artists, and analyzing their workflows, the study establishes the basis for designing and manufacturing a customized expandable artist tote bag.

STATEMENT OF THE PROBLEM

This research aims to find a strategy to promote Foldex tote bags for creative inclined individuals. More specifically seeks to find the answer to the following problems:

1. What is the profile of the respondents in terms of:

1.1. Age

1.2. Gender

2. What aspects of Foldex tote bags do customers favor in terms of the following:

2.1. Function

2.2. Design

2.3. Quality

2.4. Price

3. How practical is the Foldex tote bag for both student and non-student artists?

OBJECTIVES OF THE STUDY

The General objectives of this study are the following:

- To develop a brand that is particularly targeted to artists, presenting them to a product that will be extremely beneficial to their unique lifestyles.

- To create a useful product that will compete strongly in the market.

Specifics objectives are the following:

- To design a multipurpose and ecological tote bag that would

provide customers with additional space for their items while also providing users with ease.

- To acquire information from the target market in order to advertise the product more effectively.

Design objectives are the following:

- Aesthetic: The tote bag should have a visually appealing design and still give consumers a sense of durability and high quality.

Marketing Objective

Giving the public information is the goal of this marketing strategy.

The materials that were employed to create the Foldex tote bag are described in this section as well as materials price and profit.

This section will show the target individuals for the marketing of the product.

Marketing Strategy

Our marketing strategy for the Foldex expandable artist tote bag focuses on showcasing its versatile design, featuring expandable compartments and durable construction, empowering artists to carry their creative essentials with ease. Through targeted ads tailored to the

specific needs and interests of our target market, we aim to captivate artists and art enthusiasts, presenting our tote bag as the ultimate companion for their artistic journey.

Products Cost and Development			
Product	Description	Cost	Total
Foldex Tote Bag	Folding Expandable Tote Bag	Each Bag will cost P899.00	
Foldex Tote Bag	Folding Expandable Tote Bag	Estimating the cost of the materials used for 10 pieces Foldex tote bag is said to be P6,180.00	P6,180.00
	Canvas Fabric	2 yards per bag (72 inches per yard) P120.00 for each yard, A total of P2,400 for 20 yards.	P2,400.00
	Mt.Fuji Water repellent fabric	14 yards (72 inches per yard) P200.00 for 2 yards with a total of P2,000 for 20 yards	2,000.00
	Snap Buttons	A hundred pieces for P250.00	P250.00
	Zipper	2-yard (36 inches) zipper for P5.00 each, P10.00 for 2 pieces	P10.00
	Garter	3 yards for P30.00	P30.00
	Punch Holes Snaps	A set of 11 punch holes for P140	P140.00

	Logo	P50 for 10 pieces logo sticker	P50.00
	Packaging	P25.00 per packaging with total of P250 for 10	P300.00
	Labor	P100.00 per each, a total of P1000.00 for 10 bags	P1000.00
Total Cost:			P6,180.00
Expected Income:			P8,990.00
Profit:			2,810.00

Table 1: Company Overall Budgeting

STATISTICAL TREATMENT OF DATA

The information the questionnaire produced was totalled, 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 paired measurements (a paired, or t-test for dependent samples).

F Value = Larger Sample Variance
Smaller Sample Variance = σ_1, σ_2

NUMERICAL SCALE	AVERAGE RESPONSE	DESCRIPTIVE RATING	VERBAL INTERPRETATION
5	4.20-5.00	Excellent	E
4	3.40-4.19	Very Good	VG
3	2.60-3.39	Good	G
2	1.80-2.59	Fair	F
1	1.00-1.79	Poor	P

Table 2: Likert Scale

SUMMARY OF FINDINGS

The paper explains how the idea for this tote bag came about, how it was designed in detail, and how it was tested thoroughly. The researchers believe that this bag could make a positive impact on the art community by helping artists move around more easily and work better. This discovery shows how important it is to think carefully about design when trying to solve the unique problems that artists face.

	STUDENT ARTISTS		NON-STUDENT ARTISTS		COMPOSITE		RANK
	WM	VI	WM	VI	WM	VI	
FUNCTIONALITY	4.74	HA	4.76	HA	4.75	HA	1
DESIGN	4.58	HA	4.16	SA	4.37	SA	3
QUALITY	4.6	HA	4.29	SA	4.45	SA	2
PRICE	4.51	HA	3.89	SA	4.2	SA	4
OVERALL COMPOSITE MEAN	4.61	HA	4.28	SA	4.44	SA	

Table 3: Overall Assessment of Respondents

Table 8 shows the result of the overall assessment of the two groups of respondents, namely: Student, Artist, and Student Artist. The overall composite mean has a numerical value of 4.44 interpreted as "Slightly Acceptable

Rank 1 is "FUNCTIONALITY "with a composite mean of 4.75 and interpreted as "HIGHLY ACCEPTABLE"

Rank 2 is "QUALITY "with a composite mean of 4.45 and interpreted as "SLIGHTLY ACCEPTABLE

Rank 3 is "DESIGN "with a composite mean of 4.37 and interpreted as "SLIGHTLY ACCEPTABLE

Rank 4 is "PRICE with a composite mean of 4.20 and interpreted as "SLIGHTLY ACCEPTABLE

The data shows that The FOLDEX BAG, in terms of its functionality, quality, design, and price, was evaluated as SLIGHTLY ACCEPTABLE by the group of Student Artists and Non-Student Artists.

CONCLUSIONS

It was hereby carried out based on the study's findings that the expandable artist tote bag research reveals some crucial facts and insights. The expandable artist tote bag is a flexible and functional device designed exclusively for artists, makers, and anyone who needs a portable solution for transporting their art equipment and materials.

Throughout the study, it became clear that the tote bag's expanding function is greatly desired by users. The ability to modify the bag's size and capacity gives users the flexibility and adaptability to fit a variety of

creative projects and supplies. This expandability feature allows artists to carry a variety of supplies in one compact bag, from little sketchbooks and brushes to huge canvases.

Moreover, the expandable artist tote bag is built with utility and organization in mind. Users enjoy the bag's well-planned sections, pockets, and separators, which allow for efficient storage and quick access to various creative tools. The availability of dedicated compartments for brushes, paints, and other instruments adds to the bag's usefulness and convenience.

Furthermore, participants in the study consistently commended the expandable artist tote bag's durability and sturdiness. The bag's high-quality materials and sturdy design ensure that it can survive regular usage and transportation without affecting its integrity. This is especially crucial for artists who frequently travel or work in different locations.

The research also emphasized the extendable artist tote bag's visual attractiveness. Participants praised the sleek design and the variety of color possibilities, which allowed them to express their taste and inventiveness. The aesthetic beauty of the bag contributes to

its popularity as a desirable accessory for artists.

Overall, the research findings reveal that the expandable artist tote bag is a very important product for artists and makers. Its expandable nature, useful design, durability, and aesthetic appeal make it a flexible and dependable option for anyone looking for a practical and elegant way to transport their art equipment. The expandable artist tote bag not only fits the demands of artists but also helps to improve their creative process and productivity.

RECOMMENDATIONS

Based on the assumption that research on the expandable artist tote bag has already been completed, here are some suggestions to improve its effectiveness:

Material Sourcing Investigate several material possibilities that strike a balance between quality and budget. Consider getting materials from low-cost vendors without sacrificing the Expandable Artist tote bag's durability and utility.

Cost Optimization: Conduct a detailed cost analysis of the production process and find areas where cost savings may be made without sacrificing the tote bag's quality and usefulness. This might

include looking at other materials. optimizing production procedures, or negotiating better supplier bargains.

Visual Appeal: Use the study findings to improve the bag's attractiveness. Consider color schemes, patterns, and design aspects that are appealing to artists and reflect current creative trends. This can make the expanding artist's tote bag more aesthetically attractive and represent its owners' artistic expression.

Continuous User Engagement: Establish channels for ongoing communication and engagement with artists who use the expandable artist tote bag. Encourage feedback, suggestions, and testimonials to continually improve the product and ensure it remains aligned with the evolving needs and preferences of its users.

Warranty and Customer Support: Give artists purchasing the expandable artist tote bag a comprehensive warranty and dependable customer support. Respond to any questions or difficulties as soon as possible, displaying your dedication to client satisfaction.

Collaborations and Partnerships: Look into collaborating with artists, art communities, or influencers to market the expandable artist tote

bag and acquire further information. Collaboration with individuals or groups in the art world may assist to increase credibility, reach, and inspire continual innovation.

Market Expansion: Use the findings of the study to identify new market groups or specialized customers for the expandable artist tote bag. Marketing methods should be tailored to these specific groups, highlighting the bag's unique features and benefits that appeal to their creative demands.