

USB Car Charger

Principle of
Marketing

SBSF1013-03

FEBRUARY 2022

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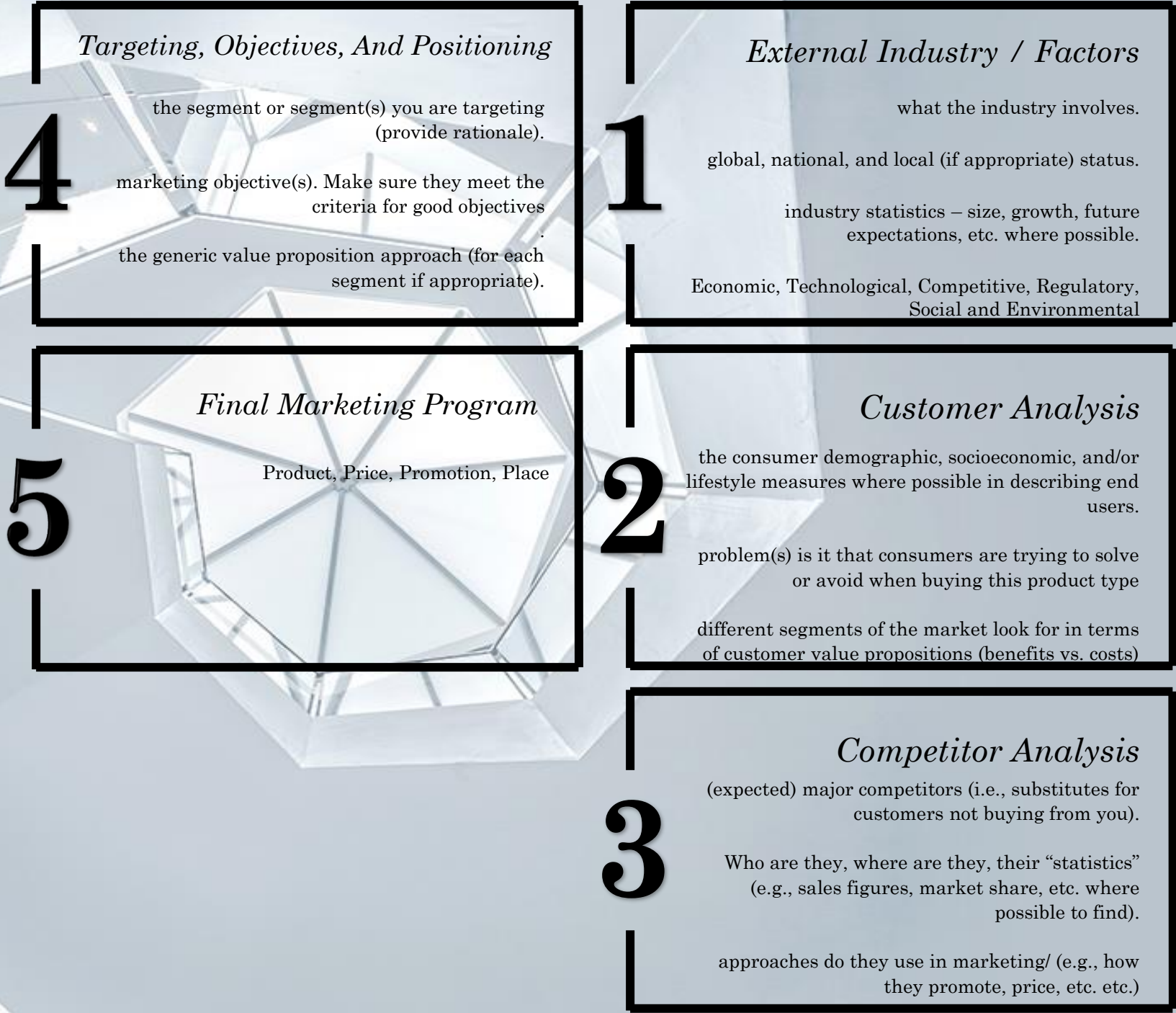
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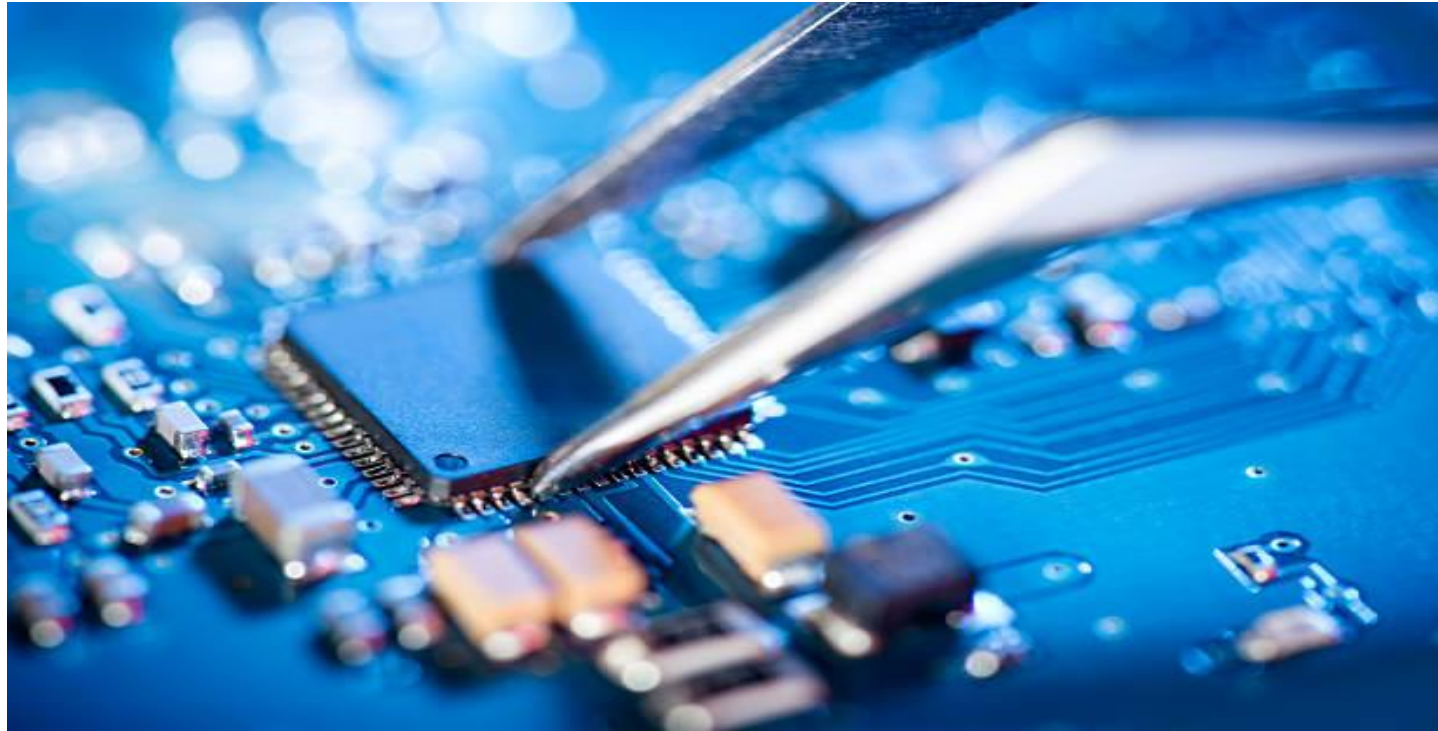
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USB CAR CHARGER

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1 External Industry



This study offers extensive research on the USB Car Charger, including in-depth statistics and current analysis. USB Car Charger is categorized as electronic industry. Electronic industry refers to electronic products such as computer peripherals, appliances, telecommunication devices, transmitters, routers and embedded systems include USB

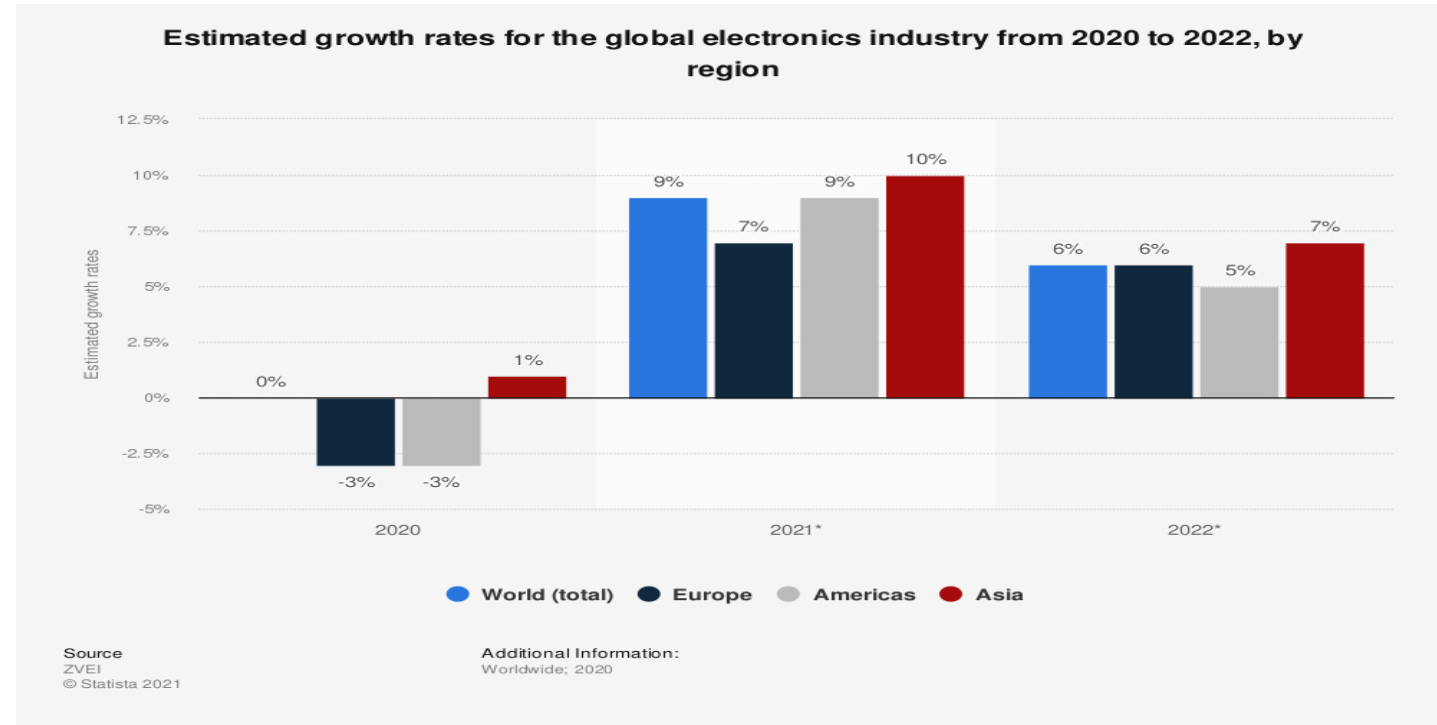
Car Charger. Electronic equipment and consumer electronics are produced in the electronics industry, as well as electrical components for a range of goods. Companies that produce, develop, assemble, and service electronic items make up the electronics sector.

Electronic industry first appeared in the 20 century and has since grown to become one of the world's greatest industries. In today's culture, a wide range of electronic products are manufactured in industry-run automated or semi-automated facilities.

The use of USB Car Chargers is increasing dramatically all over the world. This electronic product is an optional item that allows a person to charge their phone in the car rather than having to find another power source. Furthermore, rising smartphone penetration and shipments throughout the world, as well as rising consumer electronics usage due to rising spending power among consumers, are a few drivers driving the market's CAGR during the projected period. As a result, global demand for USB Car Chargers is expected to increase. Moreover, the recent global epidemic of COVID-19 has had a negative impact on the consumer electronics sector, since

manufacturing activities have been temporarily halted owing to a government-imposed lockdown, resulting in a shortage of necessary raw materials and a delay in output. In 2019, the global market for USB car chargers was estimated at USD 1731.1 million. By the end of 2026, the market will have grown at a CAGR of 1.0 percent from 2021 to 2026, reaching USD 1857.5 million.

1 External Industry



Statistics from Statista Research Department

The electronics sector in the Americas is predicted to increase at a rate of 5% per year by 2022. The market is predicted to continue its comeback from its decline in 2020, when it shrank by 3% compared to the previous year. In 2019, the market was worth about 880 billion euros, accounting for around 20% of the worldwide market, which was worth 4.6 trillion euros.

The latest market research study from Technavio, titled Global Electronics Manufacturing Market in the Electrical and Electronics Industry 2020-2024.

Graphic: Business Wire





1 Factors

Economic Factor

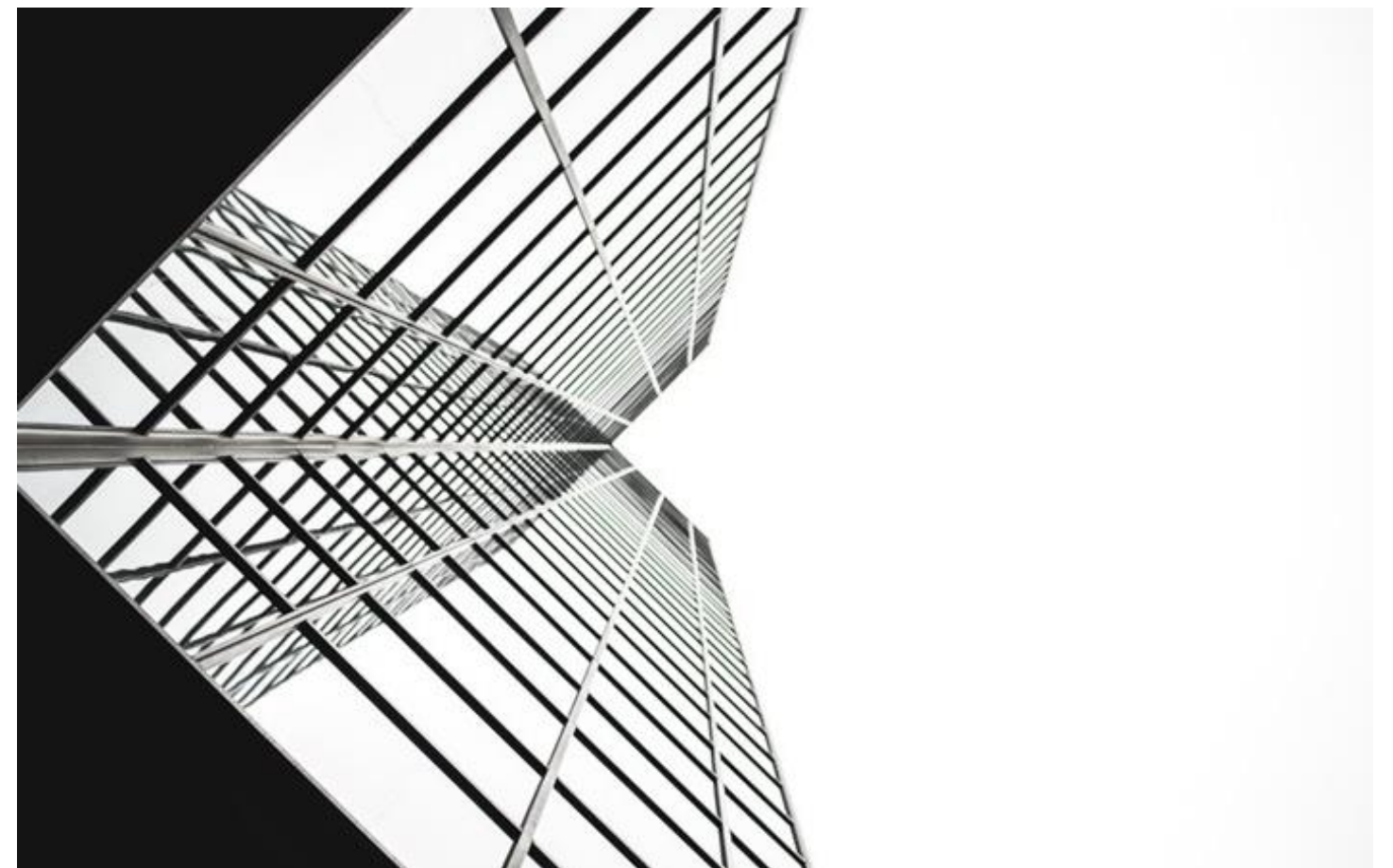
Data 1 : A majority of households experienced a decline in income in 2021. Consumer purchasing power will decrease. We take over this situation by produce a low price product with good performance.

Data 2 : Consumer Price Index (CPI) increased by 0.6% in August 2021 for electricity industry. With this improvement of CPI, people will buy only an important product only. Our suggestion is to make a promotion like BUY 1 FREE 1 to attract consumer to still buying our product.

Data 3 : During the COVID-19 pandemic, people mostly buying a non-food product at online platform to spend significantly less. Therefore, we will give a voucher and discount or maybe free shipping to encourage consumer buying our product online.

Technological Factor

Data 1 : The widespread adoption of fast charging is a response to increasing phone usage, with many people having to recharge their phone more than once per day. Our company solve this problem with make a fastest charging concept of our product.





1 | Factors

Data 2 : This USB car charger is multifunctional. We can use this product for any electrical devices.

Data 3 : More than 80% of survey participants said they felt it was “important or extremely important” for companies to design the environmentally conscious products. Therefore, we produce the product from biodegradable materials (eco friendly product).

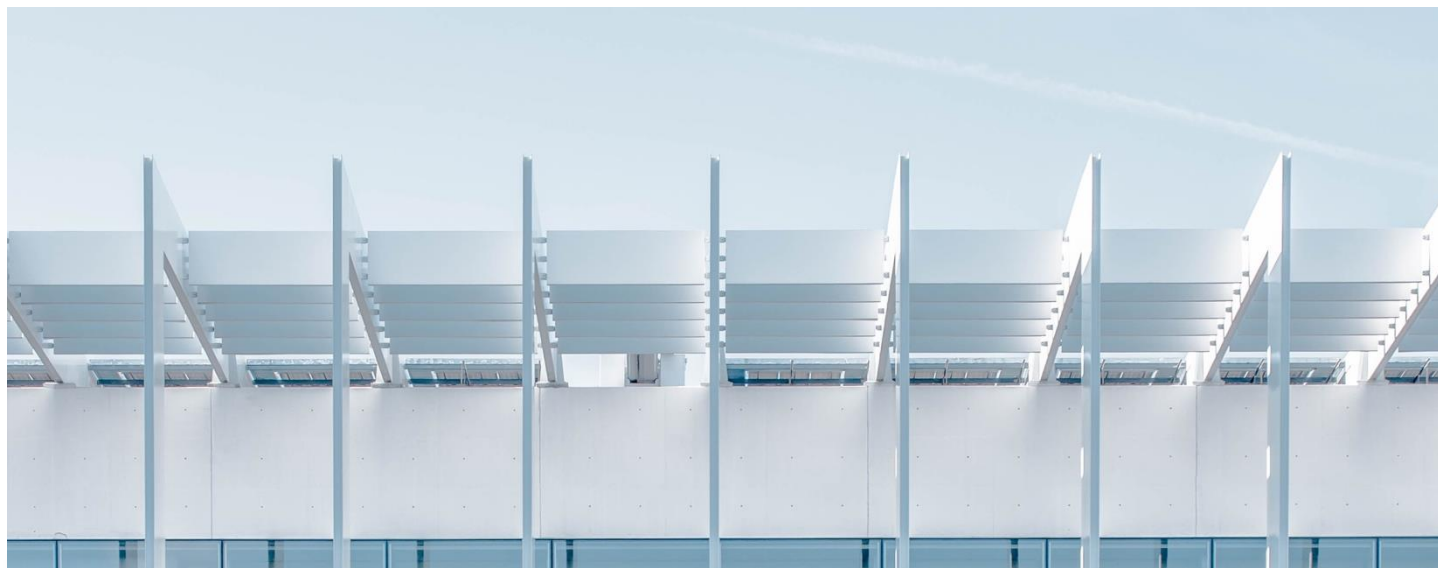
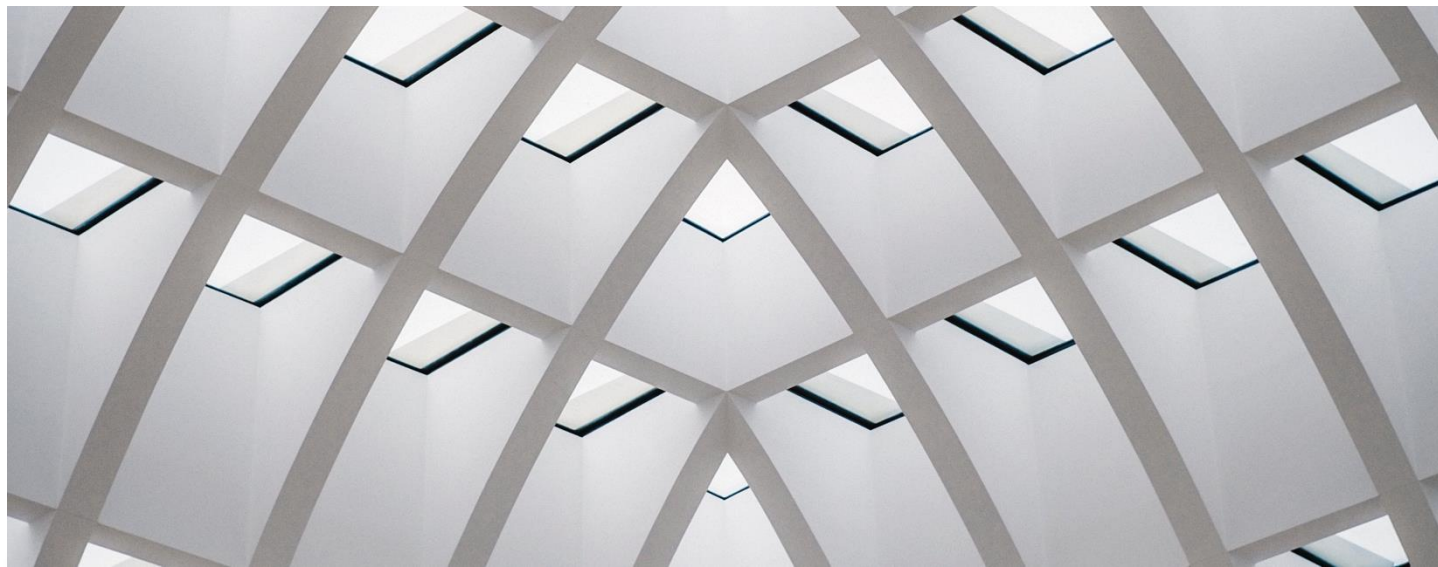
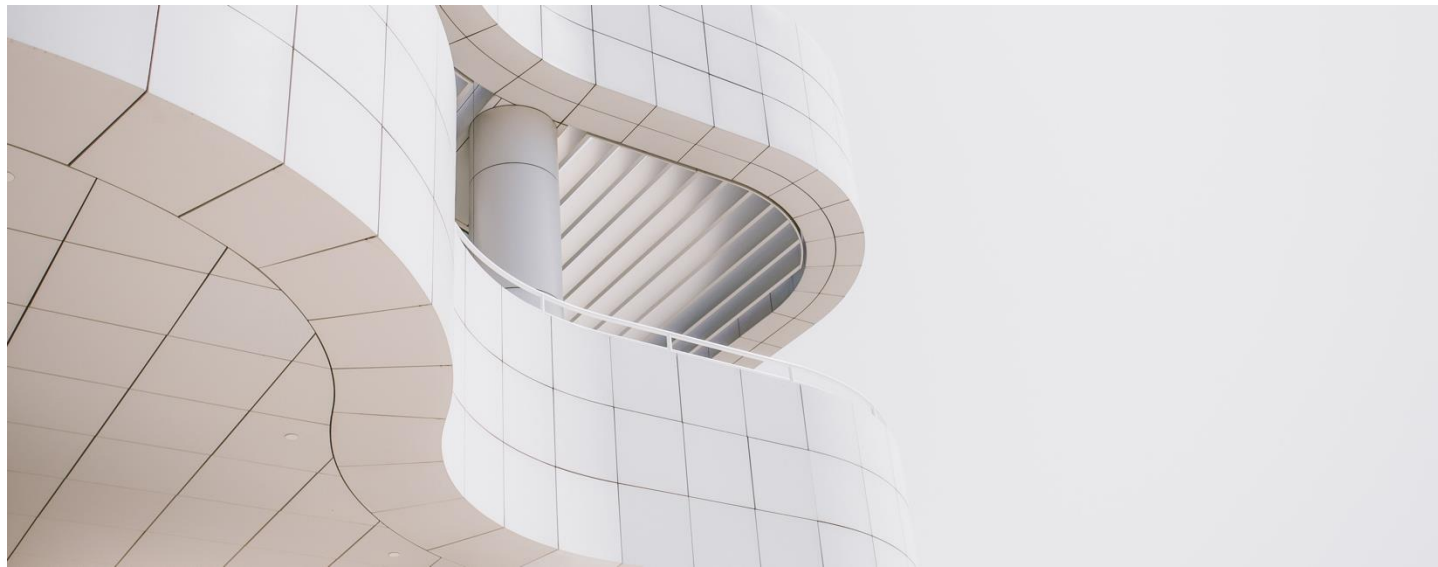
Competitive Factor

Data 1 : Other competitors performance. Ex: Philips only produce 2 colours of charger which are white and black. We suggest to provide 8 colours (white, black, blue, red, green, yellow, purple and brown) of charger depends on consumers.

Data 2 : A lot of online platform competitors such as Shopee, Lazada, Alibaba and others. Therefore, our company will join all of the platform

and offer a lowest price compared to other brand in that platform.

Data 3 : The market growth momentum will accelerate at a CAGR of 1.77% during 2020-2024. Around 25 vendors operating in the market including the big branded such as Amazon.com, Apple, Samsung and more. So, during the increasing in market size, we make a new alternative on our product with create a new function on the charger such as Bluetooth function to make differences compare to other.



1 | Factors

Regularity Factor

Nowadays, many people are depending on car charger so much. For example, grab drivers, because they will be working all the day using their car. So that is how a car charger can help the humanity. We will suggest our product to the old and young generation people and explain the changes of the technology of car accessories.

Social Factor

Data 1 : The market is fragmented and the degree of fragmentation will accelerate during the forecast period. The penetration of smartphones and access to the internet will offer immense growth opportunities. Therefore, to leverage the current opportunities, we as a market vendor must strengthen our foothold in the fast-growing segments while maintaining our position in the slow-growing segments.

Data 2 : The USB car charger market in the Auto Parts & Equipment industry is

poised to grow by \$95.35 during 2020-2024. USB car charger market is predicted to progressing at a CAGR of almost 2%. Then we are mind to increase the produce of our product at that years.

“

We cannot solve problems with the kind of thinking we employed when we came up with them.

— *Albert Einstein*

”

2 | Customer Analysis

Consumers demographic

Our target market is the person who are using or own the vehicle. The product did not limit just for the spesific gender, both men and women can use the product. Also, we are focusing on the people with average age 18-60 years old (teenagers to senior citizen).

Consumers lifestyle

People nowadays need the electronic devices especially mobile phone to communicate with other and also doing their works. So, we try to provide a product that can help them stay connected with their electronic devices by produce the USB Car Charger. Also, we sell it with the affordable price, so that everyone can afford to have this USB car charger.

consumers are trying to solve or avoid when buying this product type?

Quick charge in emergency situation

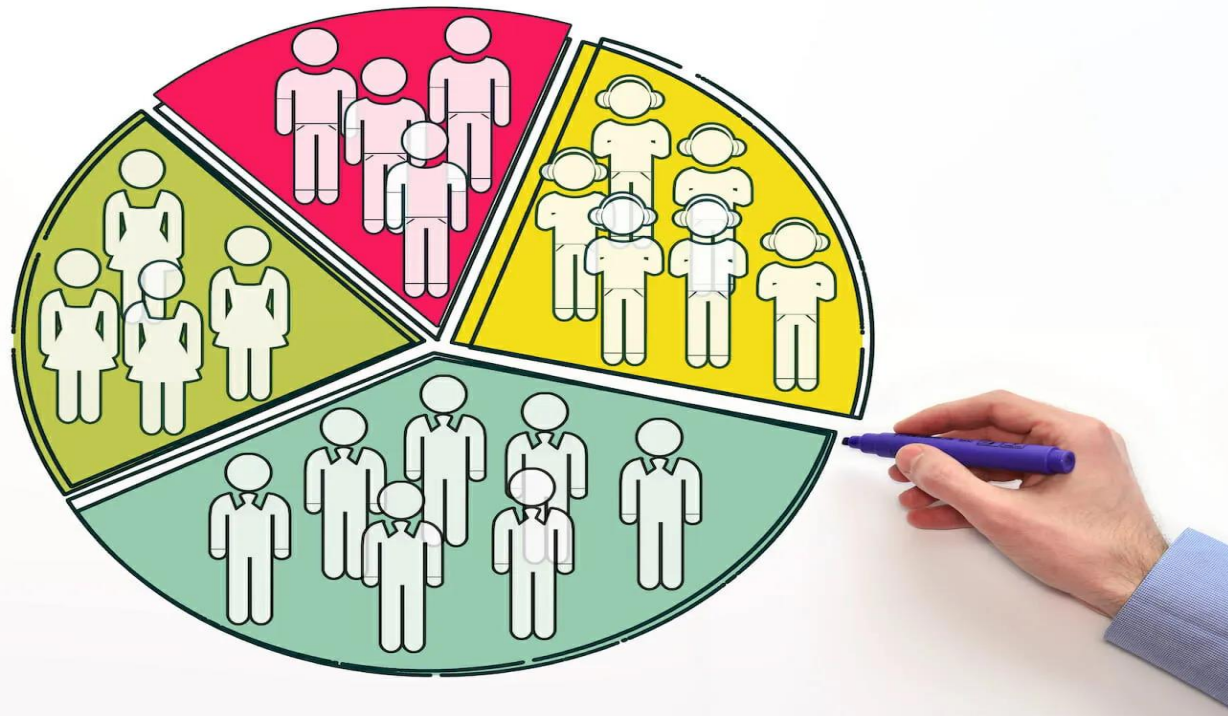
Cannot find anywhere to charge the device outside/ in public place

Avoid from run out of battery while going trip/ navigate to the destination

As alternative way to charge the device

Overall, what problem(s) is it that

2 | Customer Analysis



What do different segments of the market look for in terms of customer value propositions (benefits vs. costs)? What are the characteristics of customers seeking different or unique value propositions? The function and safety of the product.

“

Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilisation work. — *Vince Lombardi*

”

We are producing the product using recycle materials, such as biodegradable material and recycled metal component. This is the other ways, we try to protect the nature and it can be potential to reduce environmental hazards and pollution caused by the broke electronic devices and appliances. This is our unique values and speciality while producing the product

We are also provide the product with more features than the other similar product and also multifuction. Both IOS and Android system devices can use this product. Also, we are provide the charger with bluetooth system. In some situation, consumer forget to bring the USB charger wire, so they can easily charger their phone by using bluetooth charging system.

2 Customer Analysis



What evaluative criteria do consumers use in choosing one brand or alternative over another?

The function and safety of the product.

We will provide the safest usb car charger. Nowadays people are really concern about the safety of electronic device. So we will improve the product by create it with the

best safety component such as, fireproof material, Over-Voltage Protection, Short-Circuit Protection and Over-Heat Protection.

Are some end user (value) segments larger (e.g., in size and/or frequency of buying habits) than others? If so, how are they described differently?

Our biggest target market is a person who are using and own the vehicle. This product is spesifically using in the car, van, lorry and etc. So, consumer who are having their own car, using this product often while driving the vehicle.

What is the typical buying process of most customers? How involved is their problem-solving process?

At first, consumer need to recognize the product is a needs or a wants. But, for our product, it is a need. So it can be a choice to the consumer whether they want to buy or not. So, we need to convince them to buy the product by making a good marketing for the product.

The second buying process that the consumers apply is they will start to search and gather the information about the product they want to buy. So, we will provide the instruction and knowledge about electronic device in the marketing, such as advertisment on TV and radio. So,

we can attract them by this educational advertisment method and it will be different than the others product advertisment marketing.

After all the reasearch the consumer did, they will evaluate the all choices that they have and after that they will decide, which product that they want to buy.

After buying the product, the will do post-purchases evaluation. Fro, this method, we will use it as a reference to improve out product and make it a better product in the future.

2 Customer Analysis



If wholesalers and/or retailers are typically involved in the marketing of your product, what are their needs and characteristics? How do they decide on which products or brands to carry or distribute? What is their buying process like?

The retailer needs to have some knowledge about electronic devices and their functions. So they can promote the product to consumers effectively. They decide to choose our product because of the quality of the product. We are producing the most up-to-date USB Car Charger and will make sure to provide the best quality of the product. So, they also can get the benefit and profit from

this product because we are really concerned to maximize the customer's satisfaction. For the retailer buying process, we will use advertisement to find the retailer who wants to involve with our company. If there are any retailers who want to cooperate with us, we will provide a few packages to them. If they are agreed to join us, we will sign an agreement that provides benefit to both the retailer and our company.



3 | Competitor Analysis

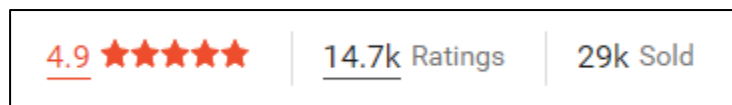
Expected major competitor : phoneshop.my on Shopee



The reasons I expect phoneshop.my is the major competitor

Shopee as the most convinient online selling platform for Malaysia citizens

Phoneshop.my has the most sales regarding to USB Car Charger



3 | Competitor Analysis

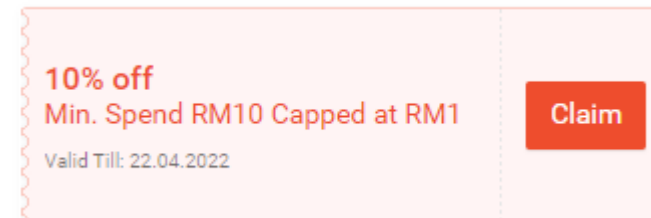
📦 Products: 592	👤 Followers: 95.4k
👤 Following: 530	★ Rating: 4.9 (277.8k Rating)
💬 Chat Performance: 88% (Within Minutes) ⓘ	👤 Joined: 4 Years Ago
💬 Chat Performance: 88% (Within Minutes) ⓘ	👤 Joined: 4 Years Ago

They are a online shop that focus on selling the latest gadgets, electronics, accessories, gift toys and many more. They are located in Ipoh, Malaysia and they have 95.4k followers on shopee and an overall review

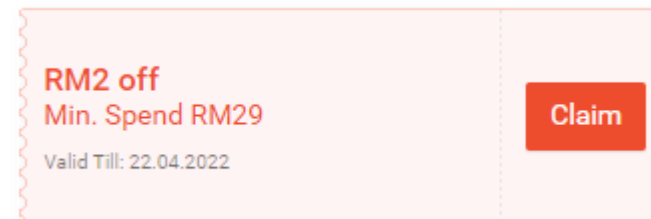
at 4.9/5 (277.8k rating). They sell 592 products in total and started the business 4 years ago.

They provide several types of vouchers.

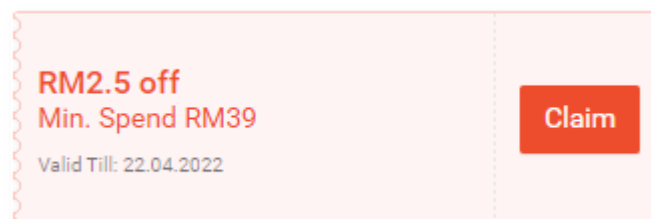
10% off (min spend Rm10 capped at RM1)



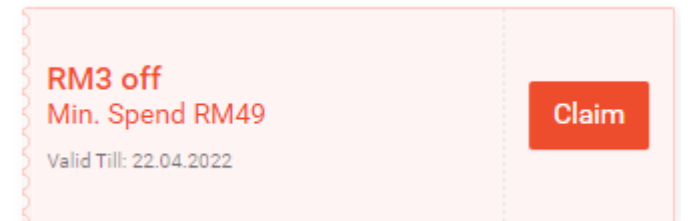
RM2 off (min spend RM29)



RM2.5 off (min spend RM39)



RM3 off (min spend RM49)



Other than that, they also present an offer from RM38.50 to RM8.70, with a 77% offer, I assume that it's part of their marketing strategy because the discount is not realistic.



3 | Competitor Analysis



This is their product outlook, they are trying to target the customers that needed a USB Car Charger with premium outlook and some features, although with a higher price.

Their Strengths : new features, premium outlook

Their Weaknesses : high price

Products Ordered	Unit Price	Amount	Item Subtotal
Preferred+ Phone Shop Dot My (phoneshop.my) chat now			
 MULTIFUNCTION Wireless Car MP3 Player Bluetooth Car Ra...	RM8.70	1	RM8.70
Shop Voucher Select Voucher			
Message: (Optional) Leave a message to seller	Shipping Option:	Standard Delivery Receive by 14 - 19 Feb	CHANGE RM4.50
Order Total (1 Item):			RM13.20

The total price of their product after adding delivery fee is RM13.20.



1. Noice Suppression (CVC)
2. Hands-free Calling
3. Car Voltage Monitor
4. Dual USB Charger
5. 3 Music Play Modes
6. Memory Function/ Auto Reconnection

Key opportunities and threats that your company and your product will face in its marketing future.

Opportunities

Low Price

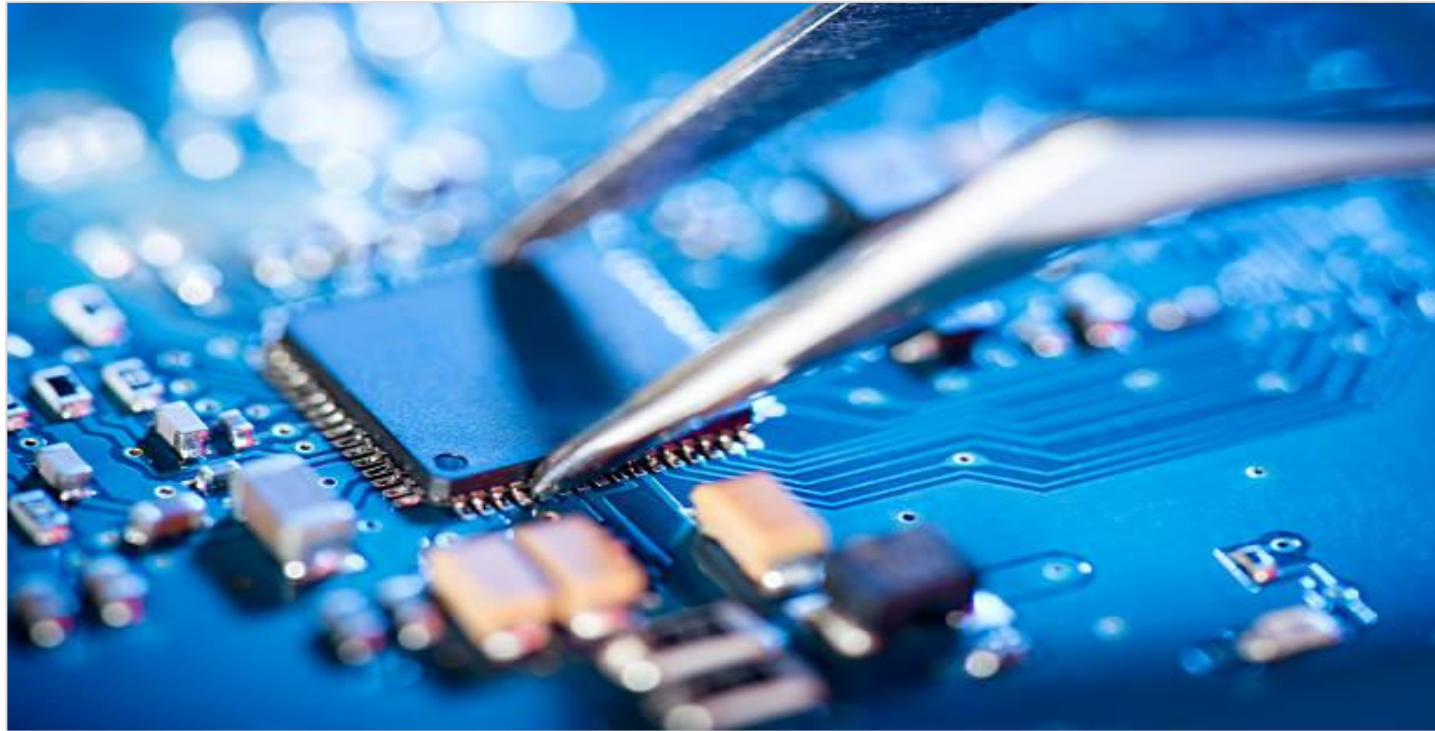
We are selling at RM5 on a USB Car Charger, although it only provide basic function of USB Car Charger, which is charging, but I believe that many people in the market don't really need any extra features or functions on a USB Car Charger. The USB Car Charger that our competitor provide is much

more expensive and non-affordable – RM13.20, compare to our RM5 product. RM5 is basically the lowest price customer can find a USB Car Charger, according to Shopee.com.

Big market

Many people are unaware that their cars can be having 2 extra USB socket by paying only RM5 (if they choose our product), most people don't have a USB Car Charger in their cars, although it's really beneficial and useful, they are still unaware.

3 | Competitor Analysis



Easy to get

We have total 49 NINSO outlets in Malaysia, our customer can visit us everywhere in Malaysia, compare to our competitor, they don't have a store and might be risky to shop online (problems while delivering or scam)

Threats

Our competitor's product provide more features and fuctions than we do.

Our competitor's product provide Hands-free Calling, Car Voltage Monitor, 3 Music Play Modes, Memory Function/ Auto Reconnection, and other features that we don't provide.

They have high rating compare to us

Their USB Car Charger is having 4.9 Stars on Shopee, which it's reputation is good and people believe in their products based on the rating.

4.9 ★★★★★



4 Targeting, Objectives, And Positioning



There are several benefits of using car mobile chargers including:

First and foremost, it keeps you connected to the world and stress-free. If you are a frequent driver or your business is a long distance from your house, keeping a vehicle charger on hand is the best way to avoid difficulties. Although your phone's battery won't die in a couple of hours, if it does, you have a vehicle charger at your disposal.

Second, it is a little gadget that comes in a variety of shapes and sizes. USB vehicle chargers, wireless car chargers, and a variety of other options are available at reasonable costs. You don't have to remember to bring your home charger or power bank with you all the time. Having a vehicle mobile charger in your car would save you time and allow you to charge your phone while driving or conversing.

The millennial generation is the target market for electric vehicles. For environmental or technological reasons, 40% of millennials are likely to acquire an electric automobile. This abrupt transition in automobile manufacture will gradually reverse the negative effects of gasoline cars and cut emissions

Smartphones have surpassed computers as the most significant multitasking device for millennials. People have grown overly reliant on cellphones, completing the majority of their activities and chores on them. It has become a must-have technology for every one of us, and it's tough to fathom life without it. In such a

case, it's also critical to maintain it charged all the time, especially while traveling to distant locations. If you are driving, it is critical to carry a vehicle mobile charger on hand in order to charge the phone's battery at any time and from any location. After all, it is the sole device on which you will consume media, send emails or documents, make or receive phone calls, and conduct a variety of other functions. However, many people don't pay much attention to car mobile chargers and often underestimate its importance



4 Targeting, Objectives, And Positioning



Third, new automobile mobile chargers are multi-device compatible and can charge any smartphone. We're talking about cable-free chargers, which use any suitable smartphone cord to connect to the charger. All you need to do is get a charger with several ports so that you may connect any smartphone or charge many devices simultaneously while driving.

Fourth, a wireless charging dock may be purchased to charge a phone without the use of any

cords. It's a tidy and quick way to charge that requires little effort. Simply place your phone on the charging station to begin charging it.

In travel:

When u are travelling:

Power source, size, and functionality are all significant factors to consider when selecting a (USB) charger. A power outlet, a car cigarette lighter socket, or the sun may all be used to charge a USB charger. Travel chargers can be small and simple, or massive and complex, with several functions and connectors.

An important feature USB travel charger is compatibility with the device you wish to use. Many types of devices can be charged by USB, but the electricity needed to power or charge a USB device can vary. Ensure that the charger you get is able to adjust voltages to meet the power needs of the devices you want to charge without overcharging them and damaging the device.

If you are on the go in a car most of the time, you may want a USB travel charger that draws power from a car cigarette lighter. Cigarette lighter chargers with USB capability come in a variety of colors and designs to suit varied aesthetic preferences and usually offer two or more USB plugs for charging devices.

In the marketing segment:

We have several ways to deal and attract customers, including offering promotional offers to new customers, continuing to communicate with customers that we have acquired, and also we have an excellent communication network, constantly updating the website, establishing partnerships with complementary companies, using expertise, keeping pace with the market and competitors and paying everything the market requires. Finally, take advantage of the evaluations through our website and review sites

“

Alone we can do so
little, together we
can do so much.
— *Helen Keller*

”

5 | Final Marketing Program

Product

We are selling USB Car Charger, which enable charging in cars.

Price

We are selling our USB Car Charger at the lowest price in the market, RM2.

Promotion

We provide 10% off discount if customer buy 2 or more products

For those who buy more than RM50 from our store, we give them a coupon with 50% for their next purchase

Place

Ninso outlets in Malaysia

- Selangor :
1. KOTA WARISAN
 2. PORT KLANG (SEGI FRESH)
 3. SERI KEMBANGAN
 4. AMPANG
 5. BANGI
 6. Taman Prima Selayang
 7. Kajang
 8. Klang Meru
 9. GM Klang
 10. Kota Damansara
 11. Shah Alam Seksyen 7
 12. SHAH ALAM
 13. KOTA KEMUNING
 14. BALAKONG
 15. GOMBAK

Melaka :

1. KIPMALL BACHANG
2. MELAKA

Johor :

1. IOI KULAI
2. KEMPAS
3. Taman Universiti
4. INDUSTRIAL JAYA
5. TAMPOI
6. MASAI
7. PLENTONG
8. PARIT RAJA
9. Simpang Renggam
10. Yong Peng

11. Kluang
12. Kluang
13. Desa Cemerlang
14. Pontian
15. Batu Pahat

Kuala Lumpur :

1. ODEON WALK
2. Plaza 63
3. SELAYANG

Negeri Sembilan :

1. Senawang
2. GEMAS, N. SEMBILAN

Pahang :

1. Tanjung Gemok

Sarawak :

1. Matang
2. Batu Kawa
3. Samarahan

Sabah :

1. Sabah, Papar
2. Wawasan Plaza
3. Lahad Datu
4. Kolombong
5. Beaufort
6. Keningau
7. Sandakan



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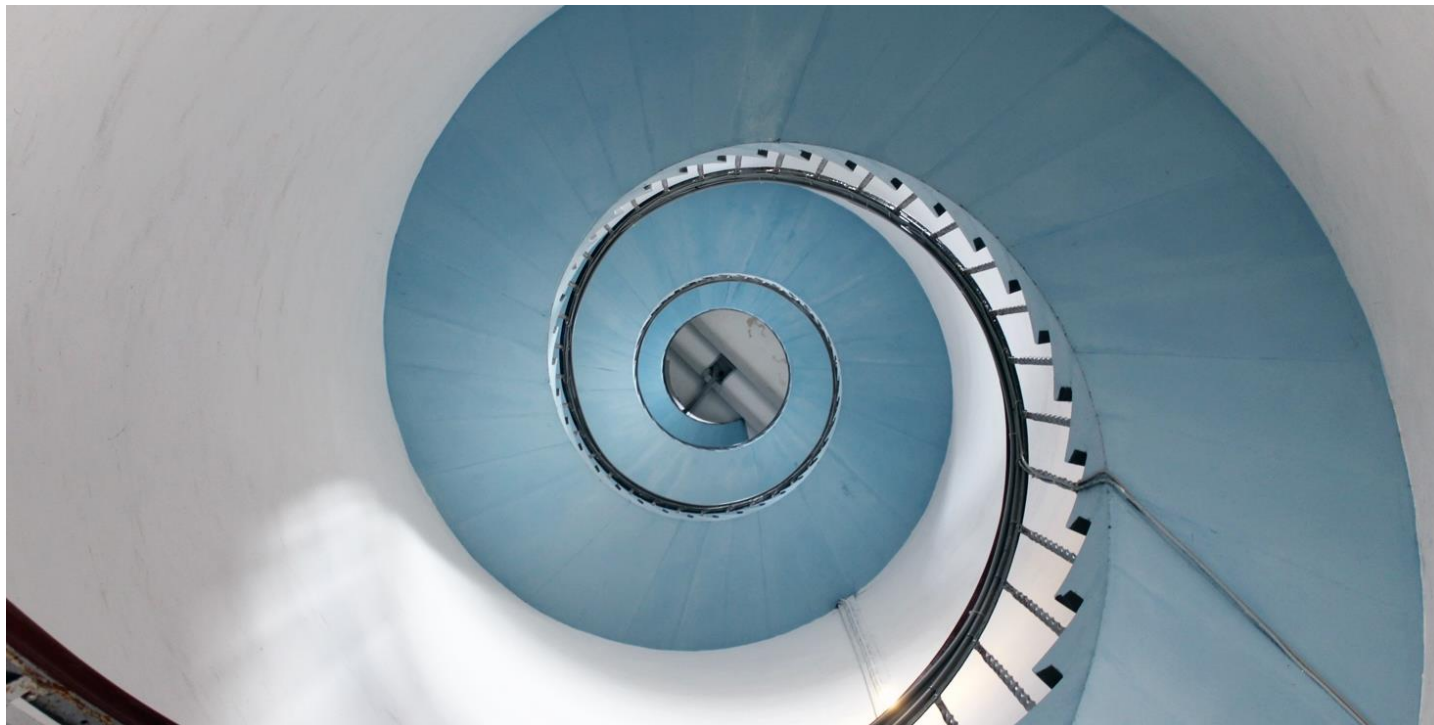
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Pecha Kucha
QR Code



Questionnaire
QR Code



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ninso.official

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