



## Simple Mobile Stand Category: Mobile accessory

### MARKET

The mobile market is huge and so are the accessories, lot of cheap Chinese and Malaysian products are there in the market and people want a use and throw kind of product



### MANUFACTURING

It is PP part in a single cavity mold, any kind of plastic can be used to make this.



### OBSERVATION / TREND / PROBLEM

#### Observation

- Mobile stands are used by Kids and adults alike.
- Mobile stands come in lot of varieties and sizes and with features like angling and anti-slip.
- Mobile stands are used for long hours of binge watching or online schooling.
- Even tabs are kept on the stand for better ergonomics and viewing.

### OVERVIEW OF THE IDEA

The Mobile stand that we have designed is already launched in the market and has sold more than 6000 pcs. It is a combination of pen stand, business card holder, with a container for snacks like groundnuts, cashew etc., or other office stationary like clips, rubber bands, staples, magnets etc. It also has a neat surface on the front to put a label for branding and advertisements.

### MOLD AND PRODUCTION READY

The part mold is a single cavity mold and run for 6000 pcs production, it is in excellent condition.



This mobile stand can be launched in many shades, we have tried almost 6 of them. It can also be enhanced with additional base and anti-slip rubber bumps.

**Disclaimer:** The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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