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BUSINESS DEVELOPMENT UNIT DESIGN JORDAN

FINAL REPORT

December 21, 2010

This publication was produced for review by the United States Agency for International Development. It was prepared by Mrs. Dawn Verbrigghe and Mrs. Racha Tarazi.

BUSINESS DEVELOPMENT UNIT DESIGN JORDAN

FINAL REPORT

USAID JORDAN ECONOMIC DEVELOPMENT PROGRAM

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DELOITTE CONSULTING LLP

USAID/ECONOMIC GROWTH OFFICE (EG)

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EXECUTIVE SUMMARY

Design Jordan continues to achieve success through the products it produces and markets in international exhibitions. To augment its commercial reach, it has created a unit that will focus on increasing revenues by exploiting the skills and actions necessary to take advantage of market opportunities.

Design Jordan consists of four major sectors, studio, lab, commercial and incubator. The organization has heightened awareness in each sector through participation with universities and technical schools to incubate talented people as well as to increase public awareness of Design Jordan's products.

To do so, Design Jordan requested the funding from the USAID Jordan Economic Development Program to assist it in delivering its message to customers throughout Jordan and the Middle East.

This report outlines the development of a toolkit, which will assist Design Jordan in conducting outreach to its target markets as well as in increasing the quality standards of its products. The report's outline is the following:

1. TOOLKIT

- Company profile
- Studio and Lab: Sales process map
- Commercial division
- Case studies.

2. TRAINING

- Subjects and dates conducted

3. CLIENT OUTREACH

- Preferred target client
- Targets and status

4. EXHIBITS

- Mutual NDA
- Lead qualification checklist

5. ANNEXES

- Organizational brochure
- Case studies (in back of brochure)

TOOLKIT

COMPANY PROFILE

Purpose of this tool: to define and refine Design Jordan's value proposition for clients, prospective clients and staff.

Key points of value or differentiation:

- **User-centered** design research
- Center for **innovation** through design
- Focus on **quality**
- Use of design to **solve problems**
- Amman, Jordan, **Middle East** location
- Emphasis on **cultural sensitivity** (e.g. Commercial Division develops exclusively Arab- inspired designs)
- Embed environmental sustainability into design solutions

Design Jordan is a visionary design institution focused on creating positive social change through product innovation. Based in Amman, Jordan, we exploit the innate ability of design to identify opportunities for evolution and give shape to innovations that can change lives for the better. Our diverse and comprehensive approach enables us to create environmentally and culturally sensitive products and solutions that improve the personal and professional lives of everyone, everywhere.

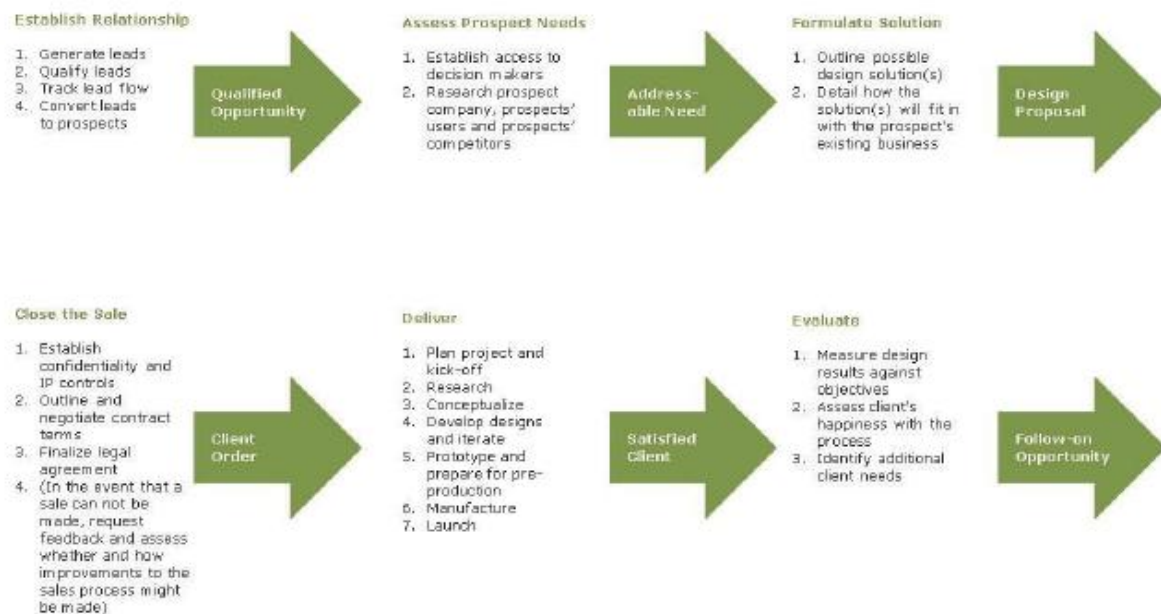
We employ a research-heavy, user-centric process to develop strategic design solutions. This empowers us to pre-emptively respond to needs, create, foster and perpetuate a design culture in the Middle East, elevate trust in products made in the region, and illustrate the importance of design and how much it influences everyday life.

As a result of this research, Design Jordan has prepared a company brochure to be used in its business development efforts. The next steps will be to redesign the website to reflect the profile as reflected in this brochure.

STUDIO & LAB SALES PROCESS MAP

Purpose of this tool: to guide the business development team along a clear path from marketing to sales closure.

Studio & Lab Sales Process Map



STEP 1: ESTABLISH RELATIONSHIP

Objective: to achieve a qualified business opportunity by identifying and qualifying prospective clients that match Design Jordan's target client description.

Generate leads. Design Jordan's investors and management are well-connected within Jordan's business community and have been its most important sources of leads to date. As such, leads from within this network should continue to be a primary source. As the company has also built a base of satisfied clients, client referrals will become a larger source of leads. Follow-up on referral leads must continue to be rapid and personal. In areas or industries where the company lacks brand awareness and contacts, it is this consultant's recommendation that Design Jordan pursue a more consistent and aggressive public relations strategy.

Primary Sources: Networking referrals, client referrals and public relations

Secondary Sources: Website contact form and sponsorship marketing

Tertiary Sources (less effective relative to cost): cold calling and advertising

Qualify leads. To ensure time and resources are spent on those leads most likely to result in new business from organizations matching Design Jordan's target client description, conduct a qualification of new leads. See Exhibit b. Lead Qualification Checklist.

Track lead flow. Design Jordan could benefit from a more formalized process of lead flow and lead qualification. It is this consultant's recommendation that Design Jordan engage the marketing and business development team in fortnightly meetings to discuss the sales pipeline, including sources for new leads, qualification of leads, contact frequency, tactics for progressing prospects in the sales pipeline and dead leads.

Convert leads to prospects. Always ask for the business; do not allow leads to linger indefinitely before converting into sales prospects.

STEP 2: ASSESS PROSPECT NEEDS

Objective: to identify addressable needs that represent design opportunities for Design Jordan.

Establish access to decision makers. Ask questions of the prospect contact to better understand the decision makers and influencers, as well as decision drivers such as budget seasons. Get as much input as possible from decision makers and influencers at this early stage.

Research prospect company, prospects' users and prospects' competitors. Learn how to speak intelligently in the industry language and understand the market and market competition. Know the "lay of the land." Understand the prospect's business well enough to help their decision makers understand the business problems Design Jordan could solve for them.

STEP 3: FORMULATE SOLUTION

Objective: to lay the groundwork for an informed design proposal.

Outline possible design solution(s). Credibly demonstrate how Design Jordan's design solution addresses the prospect's business problem.

Detail how the solution(s) will fit in with the prospect's existing business. Answer this question for the prospect: how will design and, specifically, Design Jordan benefit my business? Set Design Jordan apart from competitors by highlighting areas from its value proposition that are relevant for the proposed design and attractive to the sales prospect.

STEP 4: CLOSE THE SALE

Objective: to finalize a client order by moving from a discussion of needs and solutions to a signed contract.

Establish confidentiality and IP controls. Set the prospect's mind at ease by suggesting that both parties sign a mutual non-disclosure agreement (NDA) that will make shared information confidential. See Exhibit A Mutual NDA.

Outline and negotiate contract terms. Develop proposal and pricing as well as service-level agreements (SLAs – expectations backed by consequences) for both parties. Finalize legal agreement.

No sale. In the event that a sale cannot be made, request feedback from the prospect and, at the next business development meeting, assess whether and how improvements to the sales process might be made.

STEP 5: DELIVER

Objective (for business development staff): to achieve broad client satisfaction by proactively avoiding client delivery disappointment.

Plan project and kick-off. Establish expectations for both parties, including timely approval turnaround. Ensure the creative team stays on time and budget and clearly addresses the clients' needs and communicate potential delays, cost overruns or other changes to the client.

Creative team to employ Design Jordan design process:

- Research
- Conceptualize
- Develop designs and iterate
- Prototype and prepare for pre-production
- Manufacture
- Launch. Invoice client and follow up at regular intervals for payment

STEP 6: EVALUATE

Objective: to identify follow-on opportunities for new business.

Measure design results against objectives.

Review the design objectives (revenue or unit sales growth, brand positioning impact, product utility/functionality improvement, etc.) as well as the project planning objectives (timeline and budget) and measure delivery against expectations.

Assess client's happiness with the process. Follow up with the client to gauge broad satisfaction as well as satisfaction with specific areas of the sales or delivery

process. Where necessary, help the client understand the results that were achieved with Design Jordan's solution.

Identify additional client needs. Look for new opportunities both within the client organization and its network.

COMMERCIAL DIVISION: COMMERCIALIZATION STRATEGY

Purpose of this tool: to establish uniform processes for commercializing Design Jordan's own designs, typically in collaboration with investors.

Commercialization of designs may occur throughout the design process. To outline the commercialization process at a given point in the design process, we have identified the following design phases:

- Design Concept
- Design Prototype
- Test-Marketed Design

The phases are chronological, meaning that designs move from concept to prototype to test marketing, in that order. As a design moves from one phase to the next, the manufacturing and "product-market fit" risk associated with that design decreases. Additionally, intellectual property (IP) for designs in later phases will be more comprehensively protected. As a result of the increased investment, reduced risk and greater IP ownership, the license value of a design increases as moves through the phases.

Design Jordan has a number of options for IP protection, including:

- *Using a non-disclosure agreement (NDA):* A mutual NDA has been prepared and is included as Exhibit a, Mutual NDA.
- *Establishing copyright:* The copyright language [© 2010 Design Jordan] should be added to all artistic works including presentations, renderings, sketches and marketing materials. Consistent use of copyright language will provide limited protection for the outright copying of a Design Jordan artistic work but does not prevent any re-engineering of designs. The NDA will protect against re-engineering and sharing with third parties.
- *Filing for the trademark:* Before filing for a trademark (which ought to be done locally, regionally and in the U.S., at a minimum), Design Jordan should consider further a strategic branding scheme for licensed products. As Design Jordan's trademarked brand gains brand awareness and positive brand identification, so too will the licensing value of its products. Particularly in countries where a patent is not secured for a design, the trademark can be a powerful tool to protect the company's IP.
- *Filing for a patent:* There are options to file for provisional or non-provisional utility patents and design patents for products and business

processes. The patent protection that is most useful for any given design will depend on the nature of that design, the design phase, geographical usage, timing and financial considerations. It is this consultant's recommendation that Design Jordan pursue local patent filings and, where useful, international filings with the U.S. Patent and Trademark Office or regional offices.

Areas for continued development include:

Investor selection. What is the description of the ideal investor for Design Jordan and how might such an investor be approached?

Branding strategy. How will Design Jordan be branded on its licensed products? What will be the relationship between the Design Jordan brand and that of its licensors?

Patent strategy. In which countries or regions will Design Jordan file for patents? Which patent type should be filed under specific timing and financial considerations?

License agreement authoring. A standard agreement that can be applied for all Design Jordan-licensed designs should be written in collaboration with an attorney and ought to include the following points, at a minimum:

- Term
- Exclusivity
- Territory
- Markets and price points
- Royalty terms
- Upfront or advance payment
- Guaranteed annual minimum royalty
- Royalty payment terms
- Reporting requirements and auditing rights
- Ownership of the manufacturing tooling
- Manufacturing quality control and sampling rights
- Manufacturing labor and environmental requirements
- Confidentiality requirements for third parties
- Trademark/brand usage
- Assignability
- Litigation indemnification
- Termination
- Bankruptcy/sale/merger provision

CASE STUDIES

Purpose of this tool: to demonstrate Design Jordan's creative process and problem-solving value through a library of diverse examples.

Case studies included in exhibits:

Commercial Division:

- Arabic Coffee Pot
- U Turn Faucet

Studio & Lab:

- The Royal Podium
- Praise (holy water)

TRAINING

Design Jordan's staff (business development, marketing and creative, as applicable) completed training in the following areas:

SESSIONS 1 AND 2: THE DESIGN PROCESS

In what ways does Design Jordan's process add value for clients? What is the innovation? How (and why) is innovation a process? How (and why) does Design Jordan's process differ from that of other companies in the region?

SESSION 3: DESIGN RESEARCH

How might we communicate to sales prospects the importance and relevance of our user-centered research approach? What is the role of observation and usability study in the Design Jordan process? How is such research conducted?

SESSION 4: DESIGN JORDAN'S LOCAL CULTURE STRATEGY

How and why should we communicate to sales prospects the relationship between Design Jordan and its environment / place in the world? How can local Middle Eastern culture be absorbed and reflected in Design Jordan products and marketing materials? What does it mean for a design firm to be connected to a place and how is this applied in design centers such as Scandinavia or Milan?

SESSION 5: PROTOTYPING

How are prototypes used to communicate the design process to clients? What are the stages of prototyping for different product types, from paper to actual prototype samples?

SESSION 6: PRESENTING

This session was largely devoted to preparation for the Design Jordan exhibition, which was open to the public

How do we talk to sales leads / prospects about the design process and the value of design to an organization? What should be highlighted in each of our designs / case studies?

ONGOING TRAINING. CLIENT “RIDE-ALONGS”

For creative and marketing staff not typically involved during all steps of the sales process

How does the Design Jordan sales process play out in real-life applications? How might lead qualification, needs assessment, etc. be improved to better inform the creative design process?

LECTURE 1: INTELLECTUAL PROPERTY

Held at Darat Al Founoun for Design Jordan staff and open to the public, in collaboration with the intellectual property attorney, Ms. Sajida Abu Zait

Why and how should innovators protect their designs? What are the specific steps that must be taken?

LECTURE 2: INSPIRATION VS. COPYING

Held at Darat Al Founoun for Design Jordan staff and open to the public

What is the difference between gaining inspiration from a design and copying a design? What is the value of innovation to a business and what are the implications of copyright infringement?

PROSPECTIVE CLIENT OUTREACH

Design Jordan's business development team reached out to the following sales prospects as part of the development of this Business Development Unit.

ASTANA

- Interest: unique local gift item
- Project: holy water container
- Status: deal closed and project completed

SEDCO

- Interest: kiosk hardware
- Project: ATM queuing machine
- Status: deal closed and project nearing completion

SAYEGH GROUP

- Lead source: Design Jordan partner
- Interest: home product designs
- Status: deal closed on coffee pot project and now in investor negotiations; cooking pots in progress; water bottle pitched but not pursued

MAANI SHOWROOM

- Lead source: client is a Design Jordan partner
- Interest: furniture
- Project: "learning furniture"
- Status: strategy completed for learning furniture, after February client will be ready to discuss moving into design phase

UNION BANK

- Status: needs assessment completed; project pending due to prospects' own branding work which needs to be done first

METAL FORM

- Interest: new architectural system
- Status: needs assessment completed; project pending

INTEGRATED WOODS

- Interest: furniture line
- Status: lead dead due to conflict of interest with existing DJ partner
-

JWICO

- Interest: bedroom furniture
- Status: lead has gone cold

MASTER, NATIONAL STATIONARY INDUSTRIES

- Lead source: attended Design Jordan exhibition
- Interest: gift items
- Status: DJ chose not to pursue – not a qualified lead

IYAD SHANTI

- Interest: men's fashion and skin care
- Status: dead lead because he wanted Design Jordan to co-invest in the project and it was deemed not appropriate for the organization

DR. BADERADDIN

- Interest: connection to innovation lab in San Francisco
- Status: requires follow-up

DESIGN STOCKHOLM

- Lead source: Design Jordan network; Swedish ambassador
- Interest: connection with design lab in Sweden
- Status: requires follow-up

DR. NATHEER ABU ABIDE, PROFESSOR AND DEAN OF ARCHITECTURE AND DESIGN, JORDAN UNIVERSITY OF SCIENCE AND TECHNOLOGY, IRBID

- Lead source: Design Jordan network
- Interest: Design Jordan Incubator; collaboration with students, source for interns c. Status: next step is to propose collaboration for the Incubator

**ENG. OMAR HAMARNEH, DIRECTOR, IPARK, JORDAN'S TECHNOLOGY INCUBATOR,
PRINCESS SUMAYA UNIVERSITY FOR TECHNOLOGY**

- Lead source: Design Jordan network
- Interest: “virtual screen”
- Status: warm lead, but needs attention

ALIA SCHOOL FOR GIRLS LECTURES IN ART AND DESIGN

- Interest: lecture request
- Status: not a sales prospect, have converted from lead to marketing opportunity

EXHIBITS

EXHIBIT 1: MUTUAL NDA

Mutual Non-Disclosure Agreement

This Non-Disclosure Agreement (this "Agreement") is entered into and is effective as of _____, by and between Design Jordan, ("Design Jordan") and _____ ("Company").

1. For purposes of this Agreement, the disclosing party(s) is Design Jordan and Company.

2. **Definition of Confidential Information.** For the purposes of this Agreement, "Confidential Information" means that information disclosed by the disclosing party to the receiving party, including, but not limited to, the terms and conditions of this Agreement, the existence of the discussions between the parties, trade secrets of each party, any nonpublic information relating to each party's product plans, designs, ideas, concepts, costs, prices, finances, marketing plans, business opportunities, personnel, research, development or know-how and any other nonpublic technical or business information of each party, that the disclosing party identifies in writing as confidential before or within thirty days after disclosure to the receiving party. Confidential Information does not, however, include information that: (a) is now or subsequently becomes generally available to the public through no fault or breach on the part of the receiving party; (b) the receiving party can demonstrate to have had rightfully in its possession without an obligation of confidentiality prior to disclosure hereunder; (c) is independently developed by the receiving party without the use of any Confidential Information of the disclosing party as evidenced by written documentation; (d) the receiving party rightfully obtains from a third party without a confidentiality obligation; (e) is disclosed under operation of law or (f) is disclosed by the receiving party with the disclosing party's prior written approval.

3. **Non-Disclosure and Non-Use of Confidential Information.** The Confidential Information is provided only for the purpose of discussing a potential business relationship between the parties and investigating the feasibility and nature of such a relationship (the "Business Purpose"). The receiving party will not disclose, publish or disseminate Confidential Information to anyone other than those of its employees who need to know for the Business Purpose, and the receiving party will take reasonable precautions to prevent any unauthorized use, disclosure, publication or dissemination of Confidential Information. The receiving party will not use Confidential Information other than for the Business Purpose without the prior written approval of the disclosing party in each instance. If the receiving party receives notice that it may be required or ordered by any judicial or governmental entity to disclose Confidential Information of the disclosing party, it will take all necessary steps to give the disclosing party sufficient prior notice in order to contest such requirement or order.

4. **No Warranty.** All Confidential Information is provided "AS IS" and without any warranty, express, implied or otherwise, including but not limited to any warranties regarding its accuracy, completeness, performance or non-infringement of third party rights or its merchantability or fitness for a particular purpose.

5. **Return of Documents.** Within ten (10) business days of receipt of a written request by the disclosing party, the receiving party will return to the disclosing party or destroy all Confidential Information fixed in any tangible medium of expression in whatever form or format.

6. **Proprietary Rights.** Each party acknowledges and agrees that nothing contained in this Agreement will be construed as granting any patent, trademark or other intellectual property rights or any other rights, by license or otherwise, to the receiving party to any of the disclosing party's Confidential Information or any derivatives thereof except as expressly set forth in this Agreement.

7. **Term of Confidentiality Obligations.** The confidentiality obligations set forth in Section 3 above will remain in effect indefinitely from the date of the last disclosure of Confidential Information hereunder. The remaining provisions of this Agreement will survive termination of the confidentiality obligations.

8. **Equitable Relief.** Each party acknowledges that all of the disclosing party's Confidential Information is owned solely by the disclosing party (or its licensors) and that the unauthorized disclosure or use of such Confidential Information could cause irreparable harm and significant injury, the degree of which may be difficult to ascertain. Accordingly, each party agrees that the disclosing party will have the right to seek an immediate injunction enjoining any breach of this Agreement, as well as the right to pursue any and all other rights and remedies available at law or in equity for such a breach.

9. **General.** This Agreement constitutes the entire agreement with respect to the Confidential Information disclosed hereunder and supersedes all prior or contemporaneous oral or written agreements concerning such Confidential Information. This Agreement may not be amended except by the written agreement signed by both parties. This Agreement will be governed by and construed in accordance with the laws of the Hashemite Kingdom of Jordan, without regard to or application of choice-of-law rules or principles. Each party certifies that no Confidential Information of the other party, or any portion thereof, will be exported to any other country. Neither party may assign this Agreement, and any attempt to do so will be null and void, without the prior written consent of the other party. **The relationship of the parties is that of independent contractors, and not of agency, partners, joint ventures or the like.**

IN WITNESS WHEREOF, the parties hereto have executed this

Design Jordan

By: _____
Name: _____
Title: _____
Date: _____

Company / Individual

By: _____
Name: _____
Title: _____
Date: _____

Agreement as of the Effective Date.

EXHIBIT 2: LEAD QUALIFICATION CHECKLIST

Organization Name:

Contact:

- Organization has a current or future potential **design need**

“Hot” leads are those with current needs; “cold” leads are those whose design need may become apparent in the future

- Organization has demonstrated an **appreciation for the value of design** and/or innovation

If no, then educate by highlighting the business value of design innovation to other organizations in similar or relevant industries

- The **timing is right** for the organization to focus on such a project

Consider budgeting season and the organization’s current status (e.g. is it preoccupied with a recent product launch or acquisition, is it undergoing financial challenges, etc.). When might the organization make a purchase?

- Design Jordan’s contact at the organization is either a **decision maker or influencer**

If no, then network within the organization to find a decision maker or influencer

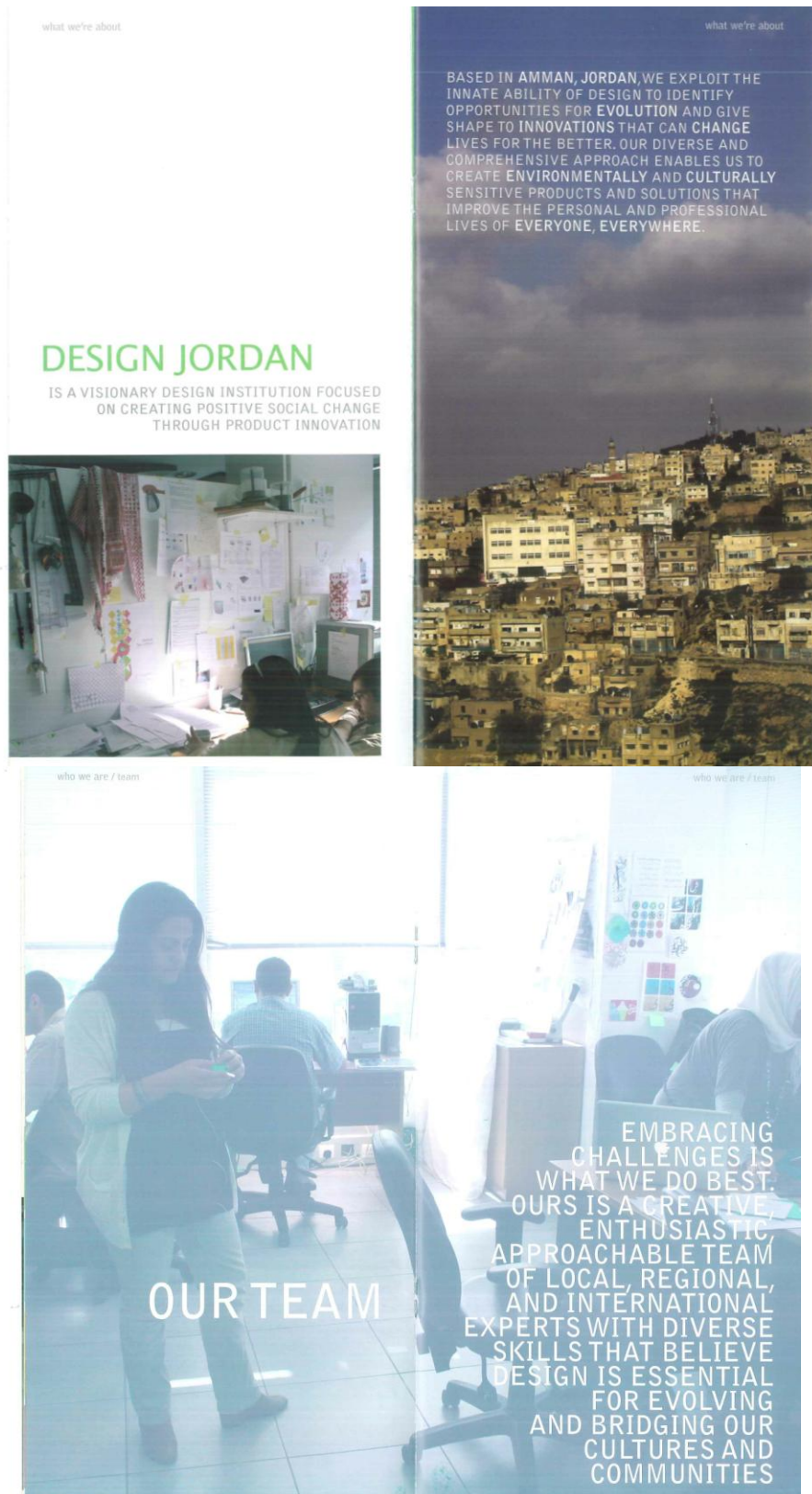
- The organization’s **financial position** is healthy

If no, then consider other models such as profit-sharing

- To the extent that it can be determined, the organization’s **culture and values** are a fit for Design Jordan

ANNEXES

ANNEX A: ORGANIZATIONAL BROCHURE



who we are / philosophy

WE COME FROM DIFFERENT
CULTURES AND DISCIPLINES

WE ALL HOLD TRUE TO THE BELIEF
THAT THE POWER OF AESTHETICS
IS HEIGHTENED BY A PRODUCT
THAT SERVES A MORE POWERFUL
PURPOSE

WE ARE A FORCE THAT
TRANSFORMS THE WAY WE LIVE

WE ARE AN INNOVATION HUB
IN THE REGION WITH A GLOBAL
STRATEGY

WE CREATE ENVIRONMENTALLY
AND CULTURALLY SENSITIVE
PRODUCTS

who we are / philosophy



ANNEX B: CASE STUDIES

DESIGN JORDAN
PRODUCT & INDUSTRIAL DESIGN



THE CHALLENGE

One of Design Jordan's team members makes the best Arabic coffee this side of the Jordan River, but was always having to deal with a mess afterwards. So we decided to update one of our region's most beloved utensils – the Arabic coffee pot – to incorporate overflow and spill prevention, even-heat distribution, improved ergonomics and the ability for mass production in various sizes.

THE PROCESS

We deepened our understanding of Arabic coffee culture by analysing regional markets and industries, conducting focus groups and leach testing of pots, researching different manufacturing technologies, ebullition science and potential materials. After designing in multiple directions, we prototyped various materials and shapes to ensure the best functionality, potential for refinement and specifications for mass production.

THE SOLUTION

Our modern take on an old favourite won't tip over and is made from FDA-approved metal and flexible rubber, making it safe, strong and durable. Its contour minimises the risk of overflow while the comfortable ergonomic handle is suitable for right/left-handed usage. It's dishwasher safe, can be hung when not in use, has a dripless spout, and dedicated space for a spoon.





THE CHALLENGE

KADDB approached Design Jordan with a challenge fit for a king: transform His Majesty King Abdullah's outdated lecture podium into a more contemporary one. The new podium had to be completely customisable, easily transportable, fully equipped with the latest communication, safety and security technology and adjustable to also suit Her Majesty Queen Rania's ergonomic needs as well as those of other officials.

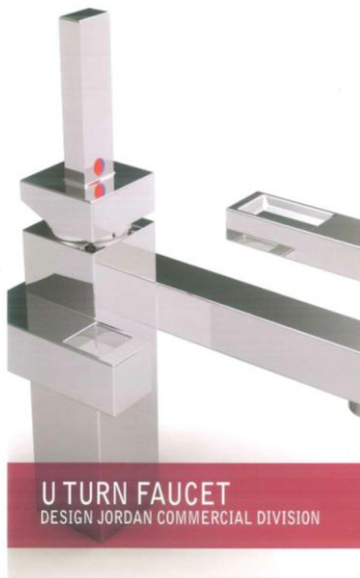
THE PROCESS

By researching global ergonomic designs, usage and function, styles, materials, safety, security and common problems and issues with podiums worldwide, we were able to quickly move into elaborating on the design brief. Based on our textual and visual research we designed multiple concepts, after which we focused on fine tuning one final style that included all equipment requirements and specifications for manufacture.

THE SOLUTION

This fully adjustable custom designed podium, hand crafted from wood and metal, is tailor-made to His Majesty's reading and standing ergonomic requirements. Its modular assembly allows for easy transport and includes the latest safety and emergency communication devices, electronic height adjustment, integrated wireless and wired speaker systems, a touch screen tablet, integrated reading light, storage pockets and cup holders.





THE CHALLENGE

Design Jordan first identified needs and opportunities for improving kitchen and bathroom faucet and sink accessories, then streamlined what elements were needed to serve form and function: a modern, striking aesthetic that would stand out on the shelf, additions around the faucet to facilitate storage for items such as toothbrushes and soap, and improvements for easier, less messy hand and face washing.

THE PROCESS

Always bearing in mind the differences between men and women, we kept our eyes open to the male and female particularities of using sinks to develop multiple concept design directions that address gender-specific style and functionality needs. Comprehensive prototyping, development of design for manufacture and selection of materials and manufacturing processes put our faucet on the pages of websites and magazines worldwide.

THE SOLUTION

This rotating faucet, designed with the most comfortable ergonomics in mind, is sleek, modern and fully customisable. It includes pioneering embedded features such as a ring/jewellery holder and a multi-functional slot that can be used to add accessories such as a soap dispenser or tray. The ergonomic positioning of the handle is comfortable and easy to use and its flat chrome finish makes it a mirror as well as a faucet.





THE CHALLENGE

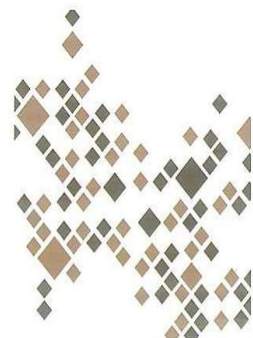
With a view to expanding from the Middle East into Eastern Europe, Latin America, and Asia and reach a broader client base, Astana approached Design Jordan to create a new bottle, packaging and graphics for holy water from the River Jordan. Their main concerns were keeping the price low, ensuring the bottle was easily transportable, and that their already reputable product remained culturally sensitive to these new markets.

THE PROCESS

Design Jordan expanded upon our experience with the sensitivity to religious products by conducting focus groups and interviews with both genders from a large cross-section of ages, socioeconomic groups and ethnicities. Investigating intellectual and emotional responses to a variety of concepts as well as considering material, colours, accessories and package life enabled us to focus on one unique and accessible design.

THE SOLUTION

Astana's revamped product amplifies the user's experience and costs just \$5.00. This unique bottle has both a sprinkling and pouring function to suit any need. But the life of this bottle doesn't end once it is empty – it can be refilled, used as a decoration or given as a gift. Manufactured from recyclable material, it is transparent, easy to carry and contains no small pieces, making it safe for children as well as adults.



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