



اَوْنُوْرَسِيَّتِي تِيَكْنُوْلُوْجِي مَارَا  
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## VELOURA : AI DRIVEN BEAUTY

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## 1.0 EXECUTIVE SUMMARY

The world is moving at a fast pace, leaving people especially travellers struggling to find time for even simple makeup routines while travelling. Carrying a full makeup set can be inconvenient and take up a large and valuable storage space. At NEXËN, we aim to develop an innovative, travel friendly solution which is a compact, all-in-one makeup product that stamps out storage concerns and allows customers to apply makeup effortlessly anytime and anywhere. Our product, Veloura was designed especially for travellers and ensures convenience, efficiency and beauty on-the-go. Not only that, but our product is also designed with sustainability integrating eco-friendly and vegan ingredients to provide ultimate beauty and nourishments for the skin. We aim to sell our products through the company's official online platforms that involve AI integration to maximise customer satisfaction.

We aim to occupy the target market of modern, on-the-go individuals who prioritise convenience, sustainability and vast skincare benefits in their products. We specifically aim to cater frequent travelers who need a compact, sleek, space-saving makeup product that allows them to maintain their daily basic makeup routines. Additionally, our product is very ideal for professionals and students with a fast paced lifestyle as it will fulfill their demand for having very convenient products. Eco conscious customers who find sustainable and vegan products also find value in our product. With a great marketing and business strategy, our company will gain at least 1-3% of the beauty and skincare market share which is one of the most valuable market shares in the world. someha

Our product profitability is driven by its innovative, travel and eco-friendly beauty solution catering to a growing market of consumers who value convenience and sustainability. The demand for compact, multifunctional makeup kits is rising, especially among travelers, professionals and eco-conscious consumers who are looking for high quality beauty products. By offering a unique combination of practical, sustainability and skincare benefits, our product will stand out in the competitive beauty market. The return on investment projections estimates a valuable return within a first or two years after the product launched. The company also foresees strong market growth as Veloura will gain a spotlight in the beauty industry.

Our company is led by a business-savvy and visionary management team with a deep and powerful understanding of market dynamics and consumer demands. Nur Auni Nabilah, our CEO drives our company's direction ensuring our company remains at the forefront of convenient and eco-friendly makeup solutions. Supporting her are professionals in operations, marketing, financial, technology and strategic product planning, all contributing to a successful product development leading our company into success and sustainable growth. Our team's expertise and commitment to innovation allow the company to continuously adapt to market trends, ensuring that our products not only meet but exceed customer expectations.

## **2.0 PRODUCT OR SERVICES DESCRIPTION**

### **2.1 Detail of The Product**

Veloura is a product designed to make life easier for modern travelers. It combines several essential makeup items into one compact, all-in-one solution that's lightweight and easy to carry. For anyone who has ever struggled with packing bulky makeup kits or had to leave favourite products behind, Veloura offers a thoughtful and practical solution. By focusing on portability without compromising quality, Veloura is crafted to fit perfectly into the fast-paced, on-the-move lifestyle many of us lead today.

What truly makes Veloura stand out is its commitment to sustainability. Unlike other travel-friendly makeup products, Veloura uses organic ingredients that are biodegradable and naturally sourced. In a world where people are becoming more conscious of their choices and their impact on the planet, Veloura steps up as a product that's not only effective but also environmentally responsible. It gives users the confidence of knowing they're using something that's good for them and gentle on the earth.

But Veloura doesn't stop at convenience and sustainability, it takes things a step further with technology. We've integrated AI features into our website to make the shopping experience smoother and more personal. From tailored shade recommendations to virtual try-on tools and fast customer support, everything is designed to put the customer first. Veloura is more than just makeup, it's a brand that combines eco-consciousness, innovation, and customer care into a single solution, giving travelers the perfect companion for beauty on the go.