



MOOD BOOSTER

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1. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts

Everyday life can no longer be imagined without fragrances and scented products. Humans have tempted to have perfumes or fragrances, which emulates nature's pleasant smells. Perfumes today are being made and used in different ways than in previous centuries. Perfumes are being manufactured more and more frequently with synthetic chemicals rather than natural oils. Less concentrated forms of perfume are also becoming increasingly popular. Combined, these factors decrease the cost of the scents, encouraging more widespread and frequent, often daily use.

Using perfumes to heal, make people feel good and improve relationships between the sexes are the new frontiers being explored by the industry. The sense of smell is considered a right brain activity which rules emotions, memory, and creativity. The smelling oils and fragrances to cure physical and emotional problems is called aromatherapy can help to balance hormonal and body energy. The theory behind aromatherapy states that using essential oils helps bolster the immune system when inhaled or applied topically. Smelling sweet smells also affects one's mood and can be used as a form of psychotherapy.

Thus, a new technology must be applied to make home fragrance a much more efficient use by having as many type of perfume you can store and at the same time you can mix it up to decide which smell suits the environment. Therefore, our company, MEWANGI Enterprise has introduced a product which is Mood Booster which the fragrance can be controlled by the tip of our finger.

1.2. The target market and projections

First of all, our target market will be based on the residence all over Malaysia since our marketing used social medias as the medium to promote our products. For initial intensive selling effort, our company has set the target customers in other words, types of customer groups that would buy our product. Our target customer is for the family residence, the office workers and for students that staying in hostel.

1.3. The competitive advantages

For the consumer, countless products of home fragrance exist which are solely or partly intended to give off a certain scent in sufficient concentrations to odorize a complete room. But the fragrance are only limited to be used at home as it can be only applied one type of fragrance at a time and you need to buy the same type of fragrance to refill your stock. What if there is a device that can store up to many different type of fragrances and you can choose what type of "smell" you want by mixing the different type of fragrances.

The advantage of Mood Booster compare with the existing fragrance is not only because of its energy saved feature but also its sophisticated design makes it portable. Furthermore, with the current technology, our product can promote time and cost saving as well as can be controlled by using smartphone. It will help to ease the users to have their preferred scent at any time and any place.

1.4. The profitability

The price is reasonable and there is no physical energy used. Our company target for production in 1st year is RM 304 980.48 and to increase it by RM 457 470.72 in the 3rd year.

1.5. The management team

Management team is set up based on individual skills, capabilities and knowledge related to the product and business. Each member will be assign with specific task to ensure the business will runs smoothly. Procedure need to be follow to fulfill legal specification set up by the government, such as requirement needed to establish a company and developing a specific product. Thus, the organization team is fulfilling the obligation to run the technology based entrepreneurship.

2. PRODUCT DESCRIPTION

2.1 Description of the product

The product name is MOOD BOOSTER due to the fragrant can change the smell based on your mood. The mechanism of the fragrant can let the product have multiple of combination of smell. The dimension of the product is small and light weight. The dimension of the product is 100mm x 100mm x 87mm. It is light and you can bring it to anywhere and anytime. The form is just a simple square which can be held easily in the hand.

2.2 The application of the product

As we know that now the fragrant can only have one smell at one type of product. So every time it's finished, we need to buy another new one. Caused of that, we have produced a new product. There will be four fans to disperse the smell of the fragrant. It is also acts as the mixture of the different fragrant and made it into one smell of fragrant. The product can save cost with just buying the base container only once. Then you just need to buy the refill that you needed. Not just frightening, the Mood Booster can help you to change and help you in your mood. It can gave you the mood of fragrant that you want.

The other uses is can be used anywhere. Which the Mood Booster is can be held easily in the hand, so it easily to bring to anywhere. We can put it on car, room, living hall and others place when we need to use it.

2.3. Unique features of the product

The name Mood Booster is due to it is an innovative fragrant that were created to have multiple of fragrant in one product. It can be change with the user preferences. Mood Booster is easy handling, lightweight, small and multi-function as in the changes of the mood and smell.

The different between Mood Booster with other existing product on the market is Mood Booster can produced fragrance in your own mood using only one product. Difference with other current product, as we know that now the fragrant can only have one smell at one type of product.