



TECHNOLOGY BLUEPRINT REPORT

MIRACLE SECRET

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And Mathematical (FSKM)

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1. EXECUTIVE SUMMARY

1.1 Description of the business and product concept

The type of our business is partnership company which will be registered as Miracle Secret Enterprise with Companies Commission of Malaysia. The main fund for the company will be gained by bank loan of RM500,000 to covered the start-up cost. The company will formed on 11 September 2020. The Headquarter of Miracle Secret will be in Batu Pahat, Johor.

The business concept is to build an innovative cosmetic product that can improve users experience. Our product used the best ingredients based on latest research that has been done. We believe with the latest technology used to conduct the research on the ingredient, we could produce the most effective and safe cosmetic product. Basically it has all the functions like other cosmetic products but there are some secret ingredients in this product that make Miracle Secret differ. The secret stuff are Fructus Garcinia Cambogia, Green Tea Leaves and Labis Pumila which are natural and organic ingredients that has been used traditionally. A lot of researches regarding those tropical resources has shown it effectiveness in improving our health. Thus, this product will give an improvement to the cosmetic industry with a new powerful ingredients in it. Furthermore, our company also put a reasonable price for the product compare to other cosmetic products available in the market.

1.2 The target market

Our target market is large because our product is cosmetic and the price we offer is reasonable with our potential customers' purchasing power. The target market for this product consists of muslim ladies, natural cosmetic lovers and teenagers. However, since our product can be consume by all gender and all ages without any harm, in other word the target market for this product is for everyone. The market segment of our product focuses in entire Malaysia since majority of Malaysian are mulims. We will put more focus in Batu Pahat, Johor area since there gonna be our head quarter location.

1.3 The competitive advantages

Our company create this product to provide a new cosmetic to upgrade our potential customers' living. Compared to other products that are already in the market, our company offer a product that have unique characteristics that provide better satisfaction to the customers. The uniqueness that we have integrated are the criterion that makes our product special and more interesting compared to our

competitors. The quality of our product is really special and different from our competitors. All the additional innovations that we applied to Miracle Secret makes our product more effective and safer. Our Miracle Secret has vast opportunities to be in the market as it have all the demanded criteria, in term of its halal characteristic, physical appearance and also its quality.

1.4 Profitability

The Miracle Secret can be sold and has high market potential in Malaysia. As we know, cosmetics industry nowadays has a great progressive. The demand for cosmetics product is really high. Especially the demand for halal cosmetics product. Most of people aware about the ingredients inside a cosmetics product. Therefore, halal cosmetics is keep increasing nowadays. Since our product is different to others, which is natural and organic cosmetic, therefore people will attract to try our product. As a result, the sales revenue will increase. The revenue obtained can cover all the money that we have invested to produce our product. Moreover, we are confident of receiving positive feedbacks from our potential customers who are interested in purchasing our product. We also believe that our product have the potential of being a profitable and long-last business.



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