



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
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## **1.0 EXECUTIVE SUMMARY**

The Calm Glove business consist of five business partners that motivated to be a successful entrepreneur. The members included are general manager, administrative manager, marketing manager, operational manager and financial manager. Our business will be located at Kota Bharu, Kelantan. Our partnership business will well know as SNOW Sdn. Bhd.

Our business will introduce a new product namely Calm Glove which is a product that is created for pet shop owners and pet owners. This product highlights the safety during the pet's grooming session. Avoiding any injuries and less time takes is our main priority.

Our target market for this product is pet shop owner who provide grooming service. Furthermore, in the future, we will expand our target market to foreign country and we believe that they will be interested in our product.

Last but not least, we want to meet the needs and wants of the people with our products. We also want to encourage the adoption of the stray cat rather than buy. "Every life matter".

### **1.1. Brief Description of The Business and Product Concepts**

SNOW Sdn. Bhd. Is a company that produced Calm Glove which will be used during grooming session of the cat. The production of the glove will not only focus on the cat's owner but also pet shop owner. Since pet shop also provide grooming service, having Calm Glove might help the workers in handling the aggressive cat during bath session. As we know, cat is well-known regarding their aggressive behaviour when facing water. Handling the cats when they are being aggressive are really dangerous for the owner and also the pet shop worker. This might lead to injury from cat's bite and scratch. Using the calm glove might help as it also come with catnip whereas catnip is well-known as the cat tranquilizer. It will help to make sure the cat remained calm and making sure that it won't be messy during the bathing session. The Calm Glove come with various colour and pattern. The length of the glove is standard size of the hand whereas it is 40cm long.

## **1.2. The Target Market and Projections**

Our target market of Calm Glove is for cat/pet owners and pet shop owner. This is because the glove will help them secure the safety of the staff during the bathing session from any type of injury resulting from handling the cat. In order to market our product, we have identified areas to be targeted which is Kota Bharu. We choose this place because there is multiple pet shop there that provide grooming service for the pet. Besides, the area is crowded with people that might own pet. This increase the chance of potential buyer as the population is high. It will be easy to locate us in the advanced area.

## **1.3. The Competitive Advantages**

Calm glove come with catnip in one product. The advantage of our product is the uniqueness of the combination of the glove for safety, the comb for cleaning the cat and the catnip to help the pet remain calm. No product with the combination of catnip are produced before.

## **1.4. The profitability**

This product has profit potential as it is a good innovation of current product with the addition of new aspect. The pet owner or the staff of pet shop might choose the calm glove as it will help to ease their work in handling the cat. The multifunctional glove provides more benefit and easy to be use. This product for sure will give profitability to our company because we believe our product have more advantages over others product

## **1.5. The Management Team**

SNOW sdn. Bhd. Consist of 6 partners in top management. There are general manager, financial manager, operation manager, marketing manager, administration manager and information technology manager. But for information technology manager our company still on the consideration to hire the person for this management. So, for now we have 5 partnership which are general manager, financial manager, operation manager, marketing manager and administration manager. Each partner has its own responsibility in which all partners are require to handle and manage the operations of the department wisely. The management team is an essential part of every business. This team analyse and identifies the business' goals and objectives and implements and enforces the strategies the employees need to achieve success.