



اَوْنَبُورِ سِيْتِي بَاتِي كُونُ لَوِي كِي مَارَا
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TEKNOLOGI
MARA

ENT600: TECHNOLOGY ENTERPRENEURSHIP

REPORT ON BLUEPRINT:

Happy Sdn. Bhd.

Self-Therapy Hair Comb

**FACULTY OF COMPUTER AND MATHEMATICAL
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1.0 INTRODUCTION/ EXECUTIVE SUMMARY

1.1 Company Background

Happy Sdn. Bhd. is the name of company that starts its operation in Kuala Terengganu and has been opened up to public on 12th August 2015. It is managed by four partners and the main activity focused on the innovation of the existing product. Happy expect to catch up the interest of customer base with a new innovation product. Our company also plans to grab and build a strong market position in the country as our partners' industry experience and competitiveness are undeniably strong and reliable to give the company a better future and compete with the international market.

Besides, Happy Sdn. Bhd. aims to offer products at a competitive yet reasonable price in order to meet the high demand in the market. Last but not least, to improve our efficiency of the operation, our company hoped to hire more employees to serve the customer better.

1.2 Product Concept

Happy Sdn. Bhd. is currently offering a new product named 'Self-Therapy Hair Comb'. This type of hair comb enables the customer to apply the hair serum as they comb their hair. Our new product is super effective and easy to use, as it does not require much step. Furthermore, we also offer a good quality and design at a very affordable price. Our product is a new type of hair comb that also allow customers to apply hair serum at the same time they comb their hair using our Self-Therapy Hair Comb.

1.3 Target Market and Projections

Our main target market is customer who are using hair comb in their daily life. Most probably our main target market is among women than men, as women tend to have a long hair and most probably using hair comb in their daily routine rather than men.

1.4 Competitive Advantages

Happy is not the first company that creates this product. Other companies such as Sherry Sdn. Bhd. and Bahagia Sdn. Bhd. have already created products that are quite similar to our product. These companies have their own advantages, as for Sherry Sdn. Bhd., it is located at strategic location which is at the center of the town and as for Bahagia Sdn. Bhd., it has a good quality of their product.

1.5 Profitability

Due to our incredible teamwork of the management team, we confidently believed that our company can go further and will have an increasing profitability in the ten next years. Hence, our company is quite confident that we will gain the first profitability in less than 10 months.

1.6 Management Team

