



TECHNOLOGY BASED BUSINESS IDEA BLUEPRINT
CLOSER REMÉDIO SDN. BHD.
“WATER BALL MEDICINE”

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1.0 Executive Summary

1.1 Description

Nowadays, people are very concerning consuming medicine. Therefore, Water Ball Medicine is created to gives help in eating medicine, especially among kids. The variety of bottle design can be obtained. This type of medicine is made of from natural renewable resource that is not harmful to people. It comes in a jelly-like texture, this type of medicine will give the kids some enjoyment when consuming the medicine. Other than enjoying the Water Ball Medicine, the children also can complete all the sets of packaging available in the market since the packaging comes in a variety of designs. This medicine has many advantages that meet all the customers' demands and complaints. The price for one bottle is affordable since the target market for Closer Remédio Sdn. Bhd. is M40 and T20 income levels for customers with kids two years old and above that live in Kuala Lumpur.

1.2 Business Profile and Background

This company was named as Closer Remédio Sdn. Bhd. which indicating to a specific meaning. Remédio if being translate from Portuguese giving meaning of medicine or health. The brand name itself giving meaning of 'To bring our customers closer in leading a good health'. Table below shows a simple explanation regarding the company's profile.

Table 1.1: Company Profile

Attribute	Explanation
Company's Name	Closer Remédio Sdn. Bhd.
Company's Address	Lot 12, Jalan CJ 1/1, MIEL Industries Estate, Batu 11, Kawasan Perindustrian Cheras Jaya, 43200 Balakong, Selangor, Malaysia
Telephone Number	03-25634478
Website	closerremedio.com
Date of registration	12 February 2020
Date of commence	28 February 2020
Name of Bank	CIMB Bank
Account number	5987425869
Initial Capital	RM 500,000