



CASTANEA BRA

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1. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts

Castanea Bra is a form-fitting undergarment that is primarily used to support and cover a woman's breasts. It is developed with a cooling pad technology made out of natural ingredients namely, menthol and camphor as well as using an antimicrobial fabric. The benefits can be experienced as the cooling pads give a cooling sensation to the breasts when worn to minimise discomfort and irritation. The Castanea Bra is suitable for women of all ages, especially for those who live in warm weather in tropical climates.

1.2. The target market and projections

The Castanea Pte. Ltd. target market is teenagers and adults who experience discomfort during hot weather or when sweating. The reason the company focused on them is because increased body temperature causes the delicate breasts to sweat more. The sweat is frequently trapped by traditional bras, which feeds bacteria and causes irritation. Hence, a cooling pad bra assists the absorption of sweat and the production of a cooling sensation to the breasts.

1.3. The competitive advantages

The cooling pad bra was inspired by ourselves who experience discomfort when sweating during activity or in hot conditions. Nevertheless, Uniqlo branded bras are very helpful for women in any situation because of the fabric material used. Because of that, to make it different from other brands, the Castanea Pte. Ltd. uses technological cooling pads instead of using technological material clothing.

1.4. The profitability

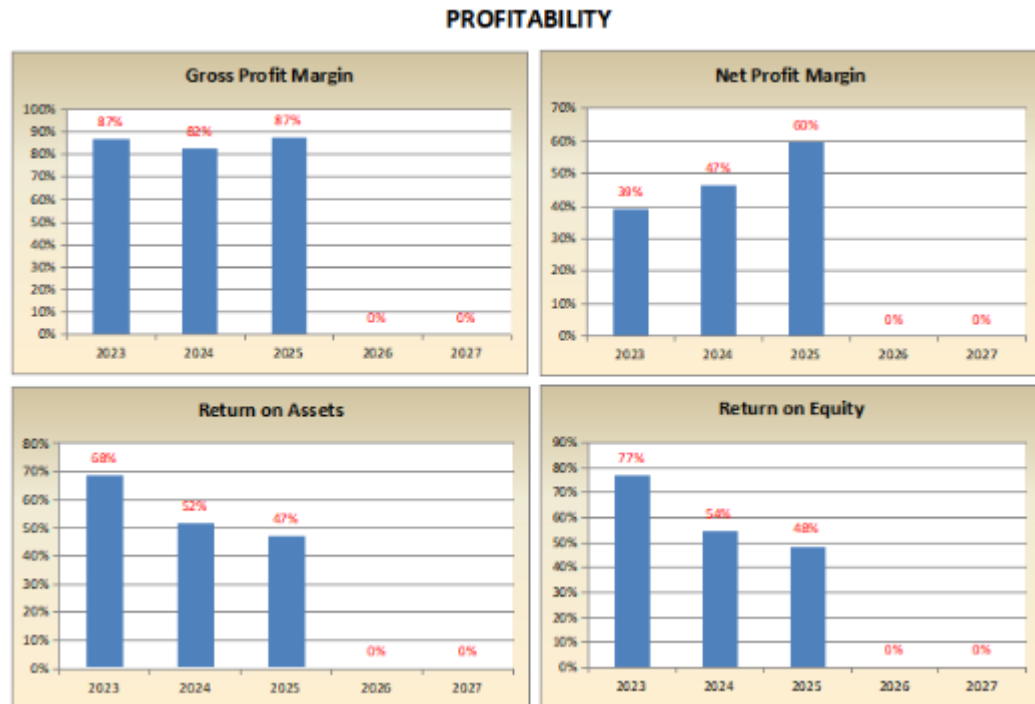


Diagram above shows that the Gross Profit Margin for the company is almost the same while the Net Profit Margin of the company is increasing. The Return On Asset (ROA) and Return On Equity (ROE) of Castanea Pte. Ltd. are decreasing from 2023 to 2025.

1.5. The management teams

The Castanea Pte. Ltd. consist of six members of the management teams. Nuramirah binti Megat Adnan as the Chief Executive Officer (CEO), Hamimah binti Abd Hamid as the Administrative Manager, Alya Qistina binti Mohamad Khatta as Operational Manager, Cheryl Iree as the Research And Development Manager, Nur Ain Humaira binti Amran as Financial Manager and Nur Nashwa binti Zulkifly as Marketing Manager. The total share of ownership for each member is 16.6% and the amount of equity invested from each member is RM 79,877.83.

1.6. Financial Plan

The financial plan for Castanea Pte. Ltd. is composed of start-up costs, pre-operating and working capital, start-up capital and financing, cash flow statement, income statement, and balance sheet. This financial plan is important for the company because it provides a