



## COMFORTCOZY HANDSOCK

---

**Faculty** : Faculty of Applied Science

**Program** : Bachelor of Science ( Hons.) Chemistry with Management

**Program Code** : AS222

**Course** : Technology of Entrepreneur

**Course Code** : ENT600

**Group Members** :

1. AINNUR INSYIRAH BINTI MAZLAN  
(2022478068)
2. DIYANA FATIMAH BINTI BADRULHISSHAM  
(2022675248)
3. NURUL AINA SYAMIMI BINTI NOR HASYIMI  
(2022899662)
4. NURUL ASYIQIN BINTI AZMI  
(2022887188)
5. QASDINA AMIRAH BINTI ABD RASHID  
(2022818794)

**Submitted to**

**Madam Mumtaz Binti Ahmad**

**Submission Date**

**28 JANUARY 2024**

## **TABLE OF CONTENTS**

<b>Contents</b>	<b>Page Number</b>
<b>1.0 EXECUTIVE SUMMARY</b>	<b>3-4</b>
<b>2.0 PRODUCT OR SERVICE DESCRIPTION</b>	<b>5-7</b>
<b>3.0 TECHNOLOGY DESCRIPTION</b>	<b>8</b>
<b>4.0 MARKET ANALYSIS AND STRATEGIES</b>	<b>9-19</b>
<b>5.0 MANAGEMENT TEAM</b>	<b>20-28</b>
<b>6.0 FINANCIAL ESTIMATES</b>	<b>29-36</b>
<b>7.0 PROJECT MILESTONES</b>	<b>37</b>
<b>8.0 CONCLUSIONS</b>	<b>38</b>
<b>9.0 APPENDICES</b>	<b>39</b>

## **1.0 EXECUTIVE SUMMARY**

### **1.1 Brief description of the business and product concepts**

The main purpose behind the development of ComfortCozy Handsock is to introduce an innovative technology handsock suitable not only for women but also for men, athletes, delivery workers, and more. Crafted from high-quality nylon spandex, ComfortCozy Handsock offers enhanced comfort with its lightweight material, gentle on the skin. Additionally, it features adjustable buttons to cater to customers' preferences. Other than that, our products are guaranteed to be of high quality and it is very affordable. ComfortCozy Handsock is suitable for those who are looking for a handsock that is adjustable and friendly to the skin, and most importantly, comfortable when wearing it.

### **1.2 The target market and projection**

Initially, our focus was on Muslim women who wear handsocks to cover their arms. However, our research revealed that the demand for handsocks transcends gender and extends to individuals in various fields, such as construction, delivery, and athletics, driven by reasons such as sun protection or job-specific requirements. We assure users that they will find ComfortCozy Handsocks enjoyable due to their comfort, non-irritating nature, breathability, and quick sweat-drying features.

### **1.3 The competitive advantages**

Our inspiration behind the creation of ComfortCozy Handsock came from other brands that produce handsock and muslim women's attire such as Nylescarf and AMRU. These brands hold the same goal as us, which is to provide a comfortable muslim's attire. However, for ComfortCozy Handsock, we wanted to produce a handsock that not only can be worn by muslim women, but also it can be an attire to other people with different needs and purposes in wearing these handsock. ComfortCozy Handsock offers a product which is convenient, long-lasting and most importantly, it is comfortable to wear for daily use.

## 1.4 The profitability



The diagram above shows our company Gross Profit Margin, Nett Profit Margin, Return of Assets and Return of Equity from the year 2023 to 2025.

## 1.5 The management teams

Our services will be monitored by our Chief Executive Officer (CEO), Diyana Fatimah binti Badrulhissham and she will be working close with our Operational Manager and Administrative Manager, Nurul Asyiqin binti Azmi and Nurul Aina Syamimi binti Nor Hasyimi. Our Operational Manger will ensure that our company has strategies in improving our product and performance. Our Administrative Manager is in charge of assessing staff performance and providing guidance in ensuring that we work in a maximum efficiency. As for Qasdina Amira binti Abdul Rashid, our Financial Manager, is in charge of the company's financial health and performing data analysis. Lastly, our Marketing Manager, Ainnur Insyirah binti Mazlan, will be monitoring the company's budget, and identifying new growth opportunities in our products.

## **2.0 PRODUCT OR SERVICE DESCRIPTIONS**

### **2.1 Overview of the product**

ComfortCozy Handsock is an enhanced type of handsock that has undergone significant improvements across various aspects, thanks to technological advancements. Over time, handsocks have evolved beyond being exclusively worn by Muslim women for arm coverage until they have become essential for individuals working under the sun, engaging in sports, and more. In contrast to other brands catering specifically to women, ComfortCozy Handsock introduces a new-technology variant featuring adjustable sizing through provided buttons to cater to users' preferences. Moreover, ComfortCozy Handsock is designed to be inclusive, suitable for individuals of any gender and size. The utilization of high-quality materials ensures a comfortable wearing experience for users.

### **2.2 Application of the product**

The functionality of ComfortCozy Handsock is comparable to other handsocks available in the market. Nevertheless, several enhancements have been implemented to guarantee its durability, comfort, and versatility for various purposes. The arm part features an adjustable button, allowing users to customize the fit according to their arm size. Utilizing nylon-spandex material ensures the handsock's stretchability, preventing any discomfort or tightness for users during wear.

### **2.3 Features**

The features that ComfortCozy Handsock offers to our customers are to ensure that our customers receive the best quality handsock that there is to offer out there. We ensure that our handsock can last longer than a regular handsock that is out there.