



BrushCraft & Co.

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1.0 EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts

BrushCraft & Co. addresses the growing trend of personal hair care with its innovative Rechargeable Scalp Massager Brush, a revolutionary tool that improves upon traditional scalp massager brush. Some of the features of our Rechargeable Scalp Massager Brush are detachable scalp massager brush, built-in shampoo dispenser, USB socket, speed control button and on-off button. The brush is made up from soft, silicon bristle, detachable and able to vibrate for massage effects. Apart from that, there is a built-in shampoo dispenser at the handle of the brush. Next, there is a speed and on-off button at the side of the brush. There is also a USB socket at the side of those two buttons. By addressing limitations of manual scalp massager brush such as inconsistent pressure and movement, BrushCraft & Co. offers a unique and satisfying hair care experience, elevating hair care routines to a new level by promoting healthy hair and scalp.

1.2 Target market and projections

Our target market is young adults between the ages of 19 and 25. Young adults are generally comfortable with technology and are attracted to hair care tools that offer convenience and multi-functionality. The rechargeable aspect eliminates the need for batteries, while the built-in shampoo dispenser saves time and effort during hair washing. The brush might be particularly attractive to young adults with specific hair concerns like dandruff, oily scalp, or hair loss, as the massaging action and increased blood flow could potentially offer benefits in these areas. Social media platforms like Instagram, Twitter, and TikTok are used to sell our product. By promoting our product on those platforms, we can reach a large audience, including people all over the world.

1.3 The competitive advantages

The Quick Clean Shampoo Dispenser Hair Massager Brush shares similar features like a built-in dispenser and massaging brush of BrushCraft & Co.'s Rechargeable Scalp Massager Brush. However, our product offers some key competitive advantages such as rechargeable, speed control button and on-off button, detachable brush head as well as modern design. Our brush features a rechargeable battery and vibrating silicone brush bristles, which provides a convenient

and automated massaging experience compared to the manual Quick Clean Shampoo Dispenser Hair Massager Brush. Our brush also boasts additional features like adjustable speed and detachable brush heads, allowing for personalized user experience and catering to different hair types and needs. Lastly, BrushCraft & Co.'s Rechargeable Scalp Massager Brush may have a more stylish and modern design, potentially appealing to younger tech-savvy users compared to the Quick Clean Shampoo Dispenser Hair Massager Brush. By highlighting these advantages, Rechargeable Scalp Massager Brush are a more advanced and user-friendly option compared to the Quick Clean Shampoo Dispenser Hair Massager Brush.

1.4 The profitability



Diagram above shows the Return on Equity (ROE) along with Return on Asset (ROA) for our company decreased. For our Net Profit Margin and Gross Profit Margin shows a constant value from 2023 to 2025.

1.5 The management teams

As the CEO, Nur Bazilah Fatini Bt Mohd Azmi holds the top leadership position, responsible for overall strategic direction and decision-making. Nur Aini Syahirah Bt Anuar, in the role of Administrative Manager, manages and coordinates administrative tasks, ensuring smooth day-to-day operations. Nur Ainin Sofia Bt Mohd Ariffin, the Financial Manager, oversees

financial matters, including budgeting, accounting, and financial reporting. Siti Sarah Asyiqin Bt Abd Manap, as the Marketing Manager, leads marketing initiatives, brand development, and promotional strategies. Nur Nadzlinda Bt Mohamad Norizan, the Operational Manager, focuses on optimizing operational processes and workflow efficiency within the organization. Each manager plays a crucial role in their respective domains, contributing to the overall success and functionality of the company.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Overview of the product

BrushCraft & Co.'s Rechargeable Scalp Massager Brush tackles the limitations of manual brushes by offering a multi-functional experience. It features a detachable, vibrating brush for scalp massage, a built-in shampoo dispenser for convenient application, adjustable speed control for personalized comfort, and a USB socket for easy charging. This innovative brush aims to elevate hair hygiene routines and enhance scalp health through a convenient, user-friendly, and satisfying experience.

2.2 Application of the product

The applications of the Rechargeable Scalp Massager Brush include scalp massage and shampoo application. For scalp massage, the brush head is equipped with soft, silicone bristles that vibrate to gently massage the scalp. This can help to improve blood circulation by increasing the blood flow to the scalp to promote hair growth and nourish hair follicles. Scalp massages can be relaxing and help to relieve tension headaches and the vibrations can help to exfoliate the scalp by loosening and removing dead skin cells, dandruff, and product buildup, leaving the scalp feeling clean and refreshed. Next, for shampoo application, the Rechargeable Scalp Massager Brush has a built-in shampoo dispenser that allows user to dispense shampoo directly onto the scalp as they massage which can help to save time and effort because user don't need to use a separate shampoo bottle and brush. Users also can apply shampoo evenly because the dispenser helps to ensure that the shampoo is distributed evenly throughout the scalp. Therefore, it can reduce the usage of too much shampoo. Overall, the Rechargeable Scalp Massager Brush is a versatile tool that can be used for a variety of hair care applications. It's a great option for anyone