



TRIPLEGLOW BLUEPRINT

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TABLE OF CONTENTS

CONTENTS	PAGE NUMBER
1.0 EXECUTIVE SUMMARY	3-5
2.0 PRODUCT OR SERVICE DESCRIPTION	6-10
3.0 TECHNOLOGY DESCRIPTION	11-13
4.0 MARKET ANALYSIS AND STRATEGIES	14-20
5.0 MANAGEMENT TEAM	21-31
6.0 FINANCIAL ESTIMATES	32-43
7.0 PROJECT MILESTONES	44
8.0 CONCLUSIONS	45

1. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts.

TripleGlow is a revolutionary 3-in-1 skincare brand dedicated to simplifying beauty routines without compromising effectiveness. At its core, TripleGlow offers a comprehensive skincare solution that combines toner, moisturizer and sunscreen into a single, seamless product. Infused with potent natural ingredients and cutting-edge technology, the product aims to streamline daily skincare rituals, catering to individuals seeking a hassle-free yet high-quality approach to skincare. By harnessing the power of three crucial steps in one easy-to-use formula, TripleGlow seeks to empower users with radiant, healthier-looking skin while saving time and effort in their daily routine skincare. The product's innovative formulation incorporates the vital functions of toning to balance the skin's pH, moisturizer to hydrate and nourish, and sunscreen to shield against harmful UV rays. Infused with potent natural ingredients and cutting-edge technology, TripleGlow's all-in-one formula not only simplifies daily routines but also delivers exceptional results. The product offers users a time-saving yet incredibly effective approach to achieving radiant, healthier skin. Through its innovation and dedication to simplifying beauty rituals, TripleGlow seeks to empower individuals with a streamlined, luxurious, and transformative skincare experience.

1.2. The target market and projections.

TripleGlow 3-in-1 skincare, which includes toner, moisturizer, and sunscreen functions, is aimed at a varied market looking for a more simplified and efficient approach to skincare. With a focus on those who lead busy lives, this product appeals to those who value a simpler skincare routine without sacrificing quality. The young individuals, students, and those with busy lives who appreciate time-saving solutions and versatile items are among the target demographics. TripleGlow's toner helps to balance the pH of the skin, preparing it for following skincare stages, while the moisturizer deeply hydrates, providing a smooth and nourished face. Sunscreen provides an important layer of protection against dangerous UV rays, making it particularly appealing to health-conscious customers.

1.3. The competitive advantages.

From the start, this product was inspired by other skincare that offer skincare with a good advantage to get healthy skin. To make it differ from other skincare products, we manage to combine three basic skincare to make it easy for consumers. TripleGlow's feedbacks are positive since market research shows that there is a rising need for skincare products with many uses. The product is an attractive option in a world that is getting faster due to its flexibility and time-saving features. A strong marketing plan highlighting the product's efficacy, compatibility for different skin types, and efficiency supports expected sales growth. TripleGlow is positioned to take a significant share of the market in the developing beauty and skincare sector as customers continue to value simplicity without losing skin care advantages.

1.4. The profitability.

A number of important criteria must be taken into account while estimating the profitability of 3-in-1 skincare products for 2023 and the following year. As of 2023, the beauty industry continues to witness a trend towards streamlined skincare routines, with consumers seeking convenience without compromising efficacy. The market demand for multifunctional products is likely to persist, indicating a positive outlook for 3-in-1 skincare offerings. If these products boast effective formulations that cater to diverse skin types and deliver visible results in toning, moisturizing, and sun protection, they stand a good chance of capturing market share. Marketing efforts that highlight the time-saving and versatile nature of these products will play a crucial role in driving consumer adoption. Additionally, ongoing market research to adapt to shifting consumer preferences, staying abreast of competitive dynamics, and ensuring compliance with regulatory standards will be essential for sustained profitability in the skincare sector in the coming year. As the beauty industry evolves, 3-in-1 skincare products have the potential to thrive, provided they align with consumer expectations and industry trends.

1.5. The management teams.

Our services will be monitored mostly by our Chief Executive Officer (CEO), Nazia Zulaiqha Binti Nor Azlan. She will be helped by administrative manager Nurain Balqis who are responsible for coordinating the administrative process along with the system inside the business which include hiring and training the new worker. Then, Nur Amirah Athilah Binti Erwan will fill the position as an Operational Manager. She will ensure that all the business tasks will be done effectively. Next, followed by the Financial Manager, Huda Farzana Binti Mohd Shahril where she will analyze and deliver the financial report every month and product sale of the company for each year. Furthermore, Nur Kiasatina Amirah Binti Ismail will act as a Applications Manager where she is responsible for application development. Lastly, Nur Aina Amirah Binti Zakaria the marketing manager will be responsible for adapting the market and advertising our company at any business event.