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1.0 EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts

B-Lolly is unique in that it is meant for a huge variety of consumers, ranging from children to early adults to older generations. The joy and nostalgia in B-Lolly aim to target children between the ages of 6 to 17 who enjoy candy or hobbies and free time occupied with it. B-Lolly also applies to the older generation who use candy to relish their childhood memories. A unique feature of B-Lolly is its biodegradable stick with grass seeds in it, once the candy is consumed, the stick can be planted in soil or discarded responsibly, where it will naturally decompose and release the seeds. Thus calling it lexically and environmentally friendly. Selling the product through online platforms would attract the younger generation, while campaigns would also take some precedence, especially through social media involving content creators and influencers. B-Lolly, with its manifold capacities and eco-friendly attributes, operates as a unique product catering to various people and occasions.

1.2 The target market and projections

Target Market

B-Lolly is designed for a wide consumer base, mostly segmented by age and occupation. The product covers children between the ages of 6 to 17, teenagers, and adults with a love of candy as a hobby or purely for nostalgic purposes. Another group of major customers includes educators like teachers and lecturers, as they can utilize B-Lolly as a reward for their students. The key market in focus is Selangor and Kuala Lumpur, which has a huge demographic of children and young adults.

Projections

Set against a backdrop of ongoing developments, B-Lolly is due to heighten lucrative-profile possibilities for itself through determined marketing. The total potential market-about 8.3 million people in Selangor and Kuala Lumpur-aims to hit about 35% children and 40% youth. B-Lolly intends to reach this market through social media promotions and influencer marketing. The estimated growth rate for the first three years will be not less than 10%, but this opportunity could be enhanced to 15% if launched in wider geographic markets.

1.3 The competitive advantages

- **Unique Product**
 - Unique B-Lolly is a full candied fun and creative experience for people of all age groups from kids to adults, which is the competitive edge.
- **Strong Branding**
 - Through smart digital marketing and influencer partnerships, we have built a brand that is on the rise regarding visibility and recognition.
- **Competitive Pricing**
 - We provide high-quality candies at a price that is attractive to customers while making us sustainable.
- **Operational Efficiency**
 - Well-oiled operations and well-orchestrated supply chains keep us one step ahead on prices while providing quality.

- **Customer loyalty**

- We focus on ensuring customer satisfaction, including using CRM systems to engage customers in a personal manner and build strong loyalty.

- **Experienced Team**

- Within our experienced team, entrepreneurship, marketing, finance, and operations expertise are supplied with great depth of knowledge and a passion that influences every single corner of the business.

- **Growth potential**

- Our model is fit for growth. Hence, we are poised for entering new markets and develop more products along with the growing phase

1.4 The profitability

- **Income growth**

- Lolly Tech will grow revenue through the sales of their products in the target market, by implementing competitive pricing strategy.
- The revenue is estimated to grow as the brand gains recognition by the target market and market reach, supported by online marketing and promotional campaigns.

- **Profit Margins**

- The business will focus on optimizing manufacturing costs while maintaining high quality products.
- As the demand increases, scaling benefits kick in, the cost per unit will be decreased, improving the profit margins.