



**UniteX Sdn. Bhd.**

## **HerbaRest: Herbal-based sleeping kit 'Sleep like a baby'**

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**Faculty** : **APPLIED SCIENCES**

**Program** : **BACHELOR OF FOOD SCIENCE AND TECHNOLOGY (HONOURS)**

**Program Code** : **AS246**

**Course** : **TECHNOLOGY ENTREPRENEURSHIP**

**Course Code** : **ENT600**

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**Submission Date**

**4 February 2025**

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## **1.0 EXECUTIVE SUMMARY**

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

HerbaRest is an innovative herbal sleep aid kit that helps cure sleep-related problems naturally and holistically. It is not like any synthetic sleep aid, since it involves herbal remedies and aromatherapy, which help improve relaxation and guarantee restful sleep. The kit includes chamomile tea, essential oils, a warming eye mask, a diffuser stick, and herbal soap. This item works together to ease stress and promote restful sleep. HerbaRest is inspired by traditional herbal wisdom and modern wellness, offering a safe, chemical-free alternative for anyone seeking to improve their sleep naturally.

### **1.2 The target market and projections**

Our product targets young professionals aged between 25 and 40 years, students aged between 18 and 24 years, frequent travellers, and health-conscious individuals who prefer natural wellness solutions. The product also appeals to senior citizens experiencing sleep disturbances due to ageing. There is an emerging marketplace for natural sleep aids with increased awareness about the risks of synthetic sleep supplements. In the next three years, HerbaRest will conquer the Malaysian sleep aid market, projecting sales growth through e-commerce, wellness retailers, and strategic partnerships with spas and hotels.

### **1.3 The competitive advantages**

Competition is common in every business, and it is hard for a new brand to be recognized among existing products with loyal customers. Still, HerbaRest stands out from the rest with a comprehensive, all-in-one sleeping kit. While other sleep solutions involve just one product, our product includes herbal tea, essential oils, a heating eye mask, a diffuser, and soap for complete relaxation. It is also eco-friendly, travel-friendly, and synthetic chemical-free, thus being safer and more sustainable compared to melatonin pills. HerbaRest combines scientific research support with herbal tradition to help regulate sleep patterns with no dependence or side effects.

#### **1.4 The profitability**

HerbaRest is well-placed for high profitability, with access to the RM2.55 billion sleep remedy market in Malaysia, with first-year sales forecasts of RM1.65 million, growing to RM1.75 million in 2026 and RM1.92 million in 2027. At a price of RM250 per kit, HerbaRest is comparable in price to other single-product solutions for sleep and thus is good value for the buyer. HerbaRest shall earn a profit margin from sales made via electronic direct-to-consumer, retail partnerships, and bulk orders to wellness centers. This would then follow with subscription schemes, product releases, and further growth in other countries over the subsequent two years. Given good costing, enhanced marketing, and repeat-buyer programmes, HerbaRest is well placed to achieve long-term financial prosperity combined with market leadership.

#### **1.5 The management teams**

Proper management guarantees strategic expansion, operational efficiency, and financial sustainability. In the case of HerbaRest, the Chief Executive Officer (CEO) provides overall business strategic direction and decision-making, deferring to market orientation and corporate objectives. The Chief Operating Officer (COO) guarantees day-to-day operations, streamlining workflow and resource allocation for operational efficiency. The Chief Finance Officer (CFO) guarantees economic stability in budgeting, risk assessment, and investment planning. The CMO will focus on strategy formulation regarding branding, customer engagement, and market positioning, while the R&D Manager has to ensure constant product innovation with quality enhancement. With a mutual commitment to innovation, sustainability, and customer satisfaction, the management team focuses on increasing market reach with the maintenance of product quality and the improvement of brand reputation.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 About Product**

HerbaRest is an innovative sleep kit based on herbal extracts. It works for sleep-related problems through natural means. The formula has been devised in a combination with selected herbs, including lavender, chamomile, and peppermint, based on their recognition for inducing sleep by calming the body. Furthermore, this puts HerbaRest in a very different league compared to the artificial chemical-based common sleep products out there, thereby making it safer, more natural, and ideal to improve sleep for those who refrain from addictive patterns.

The HerbaRest kit includes several factors that, together, create a relaxed mood for better sleep. It comes complete with a chamomile tea mix, essential oils, and even an aromatic diffuser stick-all combined to help relax your mind before bedtime. The heated mask acts like an added comfort that could help lessen tension around the eyes and at the forehead. It is even great for those working long hours with computers that tend to cause headaches or discomfort in the eyes. Each element is artfully designed to interact harmoniously so as to improve natural sleep for the users.

HerbaRest has been designed for ease of use and is indicated for people with sleep deprivation, stress-related insomnia, or merely those wanting an improved night's rest. Each ingredient has been carefully combined so that users benefit from a perfect sleep without being dependent or developing side effects from using such pharmaceutical sleeping products. Being totally natural, the formulation can also be taken on a long-term basis, thereby allowing the consumer to continue taking it in their night time regimen with absolutely no worry of any adverse side effects.

Besides being easy, HerbaRest is versatile for various lifestyles and age brackets: from the busy professional with high levels of stress at the workplace to the student with a disturbed sleep cycle or even an elderly person requiring a mild and natural sleeping solution. Furthermore, eco-friendly packaging combined with ingredients of sustainable origin will appeal to the values of health-conscious, ecologically aware consumers who view HerbaRest as a responsible choice for wellness and sustainability.

HerbaRest combines traditional herbalism with modern wellness to tackle better sleep from every angle. Its ingredients are evidence-based for efficiency, and the deliberate