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**FUNDAMENTALS OF ENTREPRENEURSHIP**



**BABYLILO ENTERPRISE**

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## 1.0 EXECUTIVE SUMMARY

Babylilo Enterprise is committed to providing innovative solutions for modern parents through our flagship product, the self-heating baby bottle. Our mission is to simplify the parenting experience by offering a practical, safe, and efficient solution for warming baby bottles. With this self-heating bottle, parents no longer need to rely on microwaves or stoves, making it the ideal choice for busy families who prioritize convenience and peace of mind.

Besides, we understand the busy lifestyles of today's parents and strive to meet their needs, especially working parents. Our self-heating baby bottle is designed to ensure a safe and controlled warming process, giving parents the confidence to feed their babies easily, anytime and anywhere.

Next, we are excited to introduce this innovative product and enhance the baby care experience. Babylilo aims to become a leader in the baby care industry by forming strategic partnerships with leading brands like My Lovely Baby, Mamakiddies and Babyland Malaysia, as well as utilizing e-commerce platforms such as Lazada and Shopee to reach a wider market. Our marketing strategy will focus on product awareness through digital campaigns, influencer collaborations, and attractive promotions to encourage purchases and boost sales.

In conclusion, Babylilo Enterprise is dedicated to providing innovative and practical solutions for modern parents through the self-heating baby bottle. Our product is designed to make parents' lives easier by ensuring safe, fast, and convenient bottle warming, eliminating the need for traditional methods such as microwaves or stoves. With support from strategic partnerships with renowned brands and e-commerce platforms, we are confident in strengthening Babylilo's presence in the market, increasing awareness and sales, and delivering the best experience to our customers. Babylilo is the perfect solution for families who prioritize convenience, safety, and efficiency in baby care.

## 1.1 Introduction

This report introduces a company dedicated to designing and selling premium baby bottles made from durable and safe materials. The company's primary goal is to provide products that meet the growing demand from parents for reliable, long-lasting, and easy to use baby bottles. These bottles are carefully crafted to ensure safety, offering peace of mind to parents while also promoting sustainability with high-quality, eco-friendly materials. By focusing on safety, innovation, and quality, the company aims to stand out in a competitive market, responding to the increasing consumer preference for premium baby care products. The company is committed to delivering a practical solution for modern parents, addressing their need for both functionality and reliability in the essential tools they use for their children's care.

The increasing need for baby items due to rising birth rates and increased parental awareness of product safety and quality are two factors that have an impact on the company. Furthermore, the trend towards sustainable and eco-friendly materials has opened doors for goods that put sustainability and environmental effect first. The convenience and practicality preferences are also important to consumers, as parents look for baby bottles that are simple to use, maintain, and clean. All of these elements work together to influence it's naturally and chances for success.

Within the larger baby care industry, the baby bottle machine industry especially those made of metal is expanding. Metal baby bottle machines are made to make the operations of warming, cleansing, and preparing bottles easier for parents, giving them trustworthy and successful solutions. Growing birth rates, growing worries about safety and cleanliness, and the demand for long-lasting and environmentally friendly products have all contributed to up demand in this sector. In contrast to plastic alternatives, the machines use of metal provides improved long-term performance, safety, and durability. The metal baby bottle machine market is well-positioned for future innovation and growth as the market for premium, eco-friendly baby items keeps rising.

The industry is marked by advanced technology, strict safety rules, and a competitive market, offering opportunities for both new and established brands to meet changing consumer needs. An increasing demand for long-lasting, high-quality, and environmentally friendly products has created an attractive market for metal baby bottle machines. Because of their long-term reliability metal bottles are growing in popularity as parents place a greater emphasis on sustainability, safety, and hygiene. This trend creates great opportunities for

businesses to innovate and meet the needs of parents looking for reliable and sustainable solutions.

## 1.2 Purpose

The main purpose why self-warming milk bottles need to be produced is to make it easier for parents who are busy working or doing daily tasks. One of the challenges that parents have to face is providing milk at the right time and at the right temperature. a more challenging situation when the baby suddenly cries at night. Self-heating milk bottles can help parents prepare milk more quickly and easily. They don't have to boil water to heat the milk and wait a long time until the milk reaches the right temperature.

The second purpose is that when they want to return home or travel, they often face difficulties in preparing baby milk at the appropriate temperature. In this situation, it is difficult to find a source of hot water or a suitable place to heat the milk. It also requires them to carry more equipment such as thermoses or electric kettles. With a self-heating milk bottle, it can provide the convenience of heating milk anywhere without having to find an external heating device. With this bottle as well, parents just need to press a button and set the appropriate temperature of the baby's milk and the milk will be heated automatically in a few minutes.