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Group Members :

- | | | |
|----|-----------------------------------|------------|
| 1. | NUR FADHILAH BINTI HASHIM | 2016572353 |
| 2. | NURUL AZMIAH BINTI RIZAL | 2016537469 |
| 3. | NURUL AZEYMASNITA BINTI JAFFAR | 2016351795 |
| 4. | NUR HAFIYATUL SYAHIRAH BINTI DAUD | 2016317639 |
| 5. | NOOR FARAHA ATHIRAH BINTI ADZHA | 2016564983 |

Submitted to

MADAM NOORUL HUDA BINTI ZAKARIA

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NOORUL HUDA BT. ZAKARIA
Senior Lecturer
Faculty Of Business Management
UiTM Cawangan Terengganu
Kampus Kuala Terengganu

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1. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts.

T'Beauty is a partnership company that produce a multifunctional electronic hair brush. The business is located at Lorong 8, Bandar Baru, Pulau Kambing, 21080 Kuala Terengganu, Terengganu. T'Beauty is targeted to be number one company who produce electronic hair brush in Malaysia which is named as BeauSiccir. The company focusses on providing a good quality product for the customers because the customers' satisfaction is our main priority. T'Beauty produce BeauSiccir with a multipurpose function for a hair care purpose.

The function of BeauSiccir is for easy clean, hair ironing, and heat resistance control. The hair brush is designed for a convenient use and made of a good quality product. BeauSiccir has an easy clean function where the bristle can be sunk into the brush and the hair strand can just be wiped out easily. The hair brush paddle is designated with a big, flat shape, and easy grip shape. It also created for a various type of hair. The brush is made of a heat-resistant material to ensure it is durable. Then, it can straighten the hair while controlling the temperature.

1.2. The target market and projections

T'Beauty target market is hair salon owner, loaded people, student, electrical store, and career woman. These group of people is the most targeted on because they have their own characteristic and personality on how they choose the product for their daily use. Most of them need a product that will save their time, and at the same time save cost. For the electrical store they want a product that will increase their business income while manage to satisfy the customers need. These group is classified based on the market segmentation which is geographic, demographic, and psychographic.

The customers are targeted in area Kuala Terengganu. The demographic of the customers is presented by showing their related characteristic for each of the customers group. For the psychographic the personality and of the social class of the customers is described to show identify their needs and their social group. They will be able to get the product through wholesale, manufacturer's representative or direct from our store in Kuala Terengganu.

1.3. The competitive advantages

The competitive advantage is a condition or circumstances that puts a company in a favorable or superior business position. In order to attract customers, the company needs to know what customers want to meet their needs and wants. T'Beauty produce a product that have a multipurpose function for hair care. The hair brush is easy to clean because the brush is designed to be able to sink to let the hair strand can just be cleaned by swipe out the hair strand. Then, the paddle is made of a strong material that the paddle is hard to be broken. It is also design for anti-slip so that, the grip is strong and the combing process is easy.

Next, the bristle is made of ceramic material. It is to ensure that the brush is heat-resistant and long lasting. This makes the hair brush able to be used together with ironing function. The hair brush also has a temperature control function where the user can set the iron temperature that suits on their hair. Lastly, the hair brush has a displayer that shows the temperature and the battery percentage. BeauSiccir is comes with rechargeable battery.

1.4. The profitability

The BeauSiccir manage to achieve profit based on the analysis that have been done. The company had set some strategy in order to get the profit for the certain period. The company set the price of the product after analyze and compute the cost of developing the product. The company need to study and make decision on how much that need to be gain in order to ensure the sales is able to achieve some

profit. This is important because the company needs to make sure that the business is able to survive and prevent from losses.

The potential growth of the market also need to be considered based on the features. This is because the company need to set up the strategy to ensure the possible market growth. The market size is need to be considered. This includes the target group of customers of the product. The company need to compute the targeted number of customers in the targeted area for the first three years to know the earned sales and profit.

1.5. The management teams

T'Beauty is a partnership business. The roles have been decided for each of the member according to the qualification and shares in the company. The members are consisting of five people who also considered as the shareholders. The roles are general manager, administration manager, marketing manager, operation manager, and financial manager.

The share of ownership for the members of T'Beauty is 20% for general manager, 15% for administration manager, operational manager, and financial manager. The members have assigned for different responsibilities for the company. The management team is shown below in table. The company organization chart is prepared in figure 1.1 below.

Table 1.1 General Manager Information

Name:	Nur Fadhilah Binti Hashim
Age:	32 years old
IC Number:	
Permanent address:	Lot 10, Taman Anggerik, Chendering, 21080 Kuala Terengganu, Terengganu
Email:	nfadhilahashim@tbeauty.com
Position:	General Manager