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1.0 **EXECUTIVE SUMMARY**

1.1. ***Business and product concepts***

SAFE4U Sdn. Bhd. brings HelmAlert as an advanced safety sensor helmet that can prevent accidents in high maintenance areas like construction sites, plantation and emergency services. The helmet has vibration alerts, a global positioning system tracker, and the impact detection switch that is driven using the ESP32 microcontroller. Having one-touch activation and 12-hour rechargeable battery, HelmAlert offers real-time warnings about the hazards surrounding us without the necessity of mobile apps and outside connectivity. In this way, its ergonomical design provides comfort to use it during a long period of time, and it is a practical, smart, and cheap PPE solution.

1.2. ***The target market and projections***

HelmAlert is to be targeted at industrial, plantation and emergency first responder workers, with an initial foothold in the Malaysian market (particularly, at Seremban, Selangor, Penang, and Johor), and possible extension to other countries of Southeast Asia, including Thailand, Indonesia and Vietnam. The market is projected to grow steadily and is expected to reach RM 6.37 million in 2026 up RM 3.5 million in 2024 and the total market size is estimated to be RM 14.07 million in three years. The product shall target companies that are keen on the safety of their workers and measures taken to adhere to the government safety standards.

1.3. ***The competitive advantages***

HelmAlert will offer active protection to hazards unlike in conventional helmets where individuals only had a passive protection. It has no need of smartphones and applications, and it is perfectly suited to the rural and off-grid conditions. HelmAlert is a rare occurrence when a smart device is affordable, high enough in terms of features and is user-friendly and therefore will be adopted in both industrial and agricultural

fields in large numbers as compared to either high-end helmets such as those provided by MSA Safety or those of the basic kind such as Proguard.

1.4. *The profitability*

Its financial position is also good as the net income is projected to cross RM 2 million in the Year 1, and expects growth in future years because of the assumed sales growth and expansion of operations. HelmAlert is likely to be turned out as highly profitable and at the same time affordable due to efficient use of capital, strong sales projections and effective control of cost. It also benefits due to its value proposition in terms of lowering the liability and insurance of the employers, with additional benefit in the long-term.

1.5. *The management team*

The team is also well-qualified with a chief executive officer who has more than 10 year's experience in the operation of a business, a marketing manager with a record of brand development, a financial manager with a good accounting background, and a good HR manager. The team is well supported by legal, financial, and creative advisors that allow them to implement the business strategy and introduce HelmAlert to the market successfully.