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TECHNOLOGY ENTREPRENEURSHIP
BLUEPRINT REPORT
CHERIVELVET.CO
A HIJAB-FRIENDLY LEAVE-IN CONDITIONER
FOR FRIZZ-FREE CURLS

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1.0 EXECUTIVE SUMMARY

CheriVelvet.Co was established on the basis of a strategic aim, which is to offer a solution on haircare by bringing an effective, classy and halal-friendly product that targets and suits Muslim hijabi women with naturally curly or textured hair. After identifying that most products that are already in the market could not address the daily needs of hijabi women like dryness, frizz, lack of curl definition due to wearing hijab particularly in the humid environment that is experienced in Malaysia, the company had to formulate Velair Leave-in Hair Conditioner. The formula behind this product uses carefully selected ingredients that are completely natural and are excellent in replenishing moisture (coconut milk extract and aloe vera juice), softening and moisturizing (shea butter and jojoba oil), and detangling without causing build-up (Bethantrimonium Methosulfate). Matching the lightweight non-greasy feel, Velair keeps the curls shaped, smooth and without fly aways during the day without making the hair feel loaded over a day which is essential since the hair is concealed through the day. More than its revolutionary formula, Velair is proposed in a more environmentally-friendly design, an airless refill pump bottle that delivers a controlled amount of product so that it does not go to waste, with an elegant drawer to keep pins or hair clipping. It can be considered convenient and sustainable, as it will promote reuse, instead of single-use plastics and make the product travel- and everyday-friendly. The fresh floral-coconut smell of this product provides a sensory value, which is complemented by the functional advantages of this product which explains why haircare is an enjoyable unit in the daily routine of a woman. The target market of Velair consists of Muslim females in Malaysia and the rest of the Asia region who want to get their hair only natural and effectively socially-accepting meunasah awan which are normally covered with hijab to meet the needs of the product. Nonetheless, it also applies to health and environment-sensitive customers who seek plant-based, cruelty-free, and halal-certified cosmetic products to keep with the contemporary standard of living. The narrow specialization presents CheriVelvet.Co with a distinct competitive advantage, not very many popular brands approach halal certification, curl-formulated products, and sustainable packaging in one pill. The core of the strategy of CheriVelvet.Co is a strong and well experienced management team. The team consists of a general manager having the experience in business development of halal-certified products, strategic direction, and strategic alliances, a production manager who has expertise in quality control, halal cosmetic formulation, marketing manager who has the experience of digital campaigns and finding influencers, administration manager handling the daily operations and the role of the HR, sales manager with the experience of developing networks of resellers and

relationships with customers, a financial manager skilled at cost management, budget, and financial planning. With the help of each other, they comprise industry knowledge, operation, and innovative thinking to take the company forward. Having combined the ingredients of considerate product design, all-natural and halal-friendly ingredients, environmentally-responsible packaging and user-focused business philosophy, CheriVelvet.Co will target positioning Velair as a top-tier care brand among hijabi women focusing on healthy frizz-free curls, convenience and environmental-friendly practices. The business is not just to satisfy the marketing need, but to enable women to accept their natural beauty with the confidence of their own lifestyle, values and dedication to the daily care of self.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 DESCRIPTION OF THE PRODUCT

Many Muslim women in Malaysia who have naturally curly or textured hair suffer from frizz, dryness, and difficult-to-manage curls, particularly when wearing the hijab in humid and hot conditions. Although there are many different hair products on the market, very few are designed to specifically address the needs of Asian hijabi women with curly hair, who need moisturising, lightweight products that won't make their curls feel heavy. Every application of Velair Leave-in Hair Conditioner for Frizz-Free Curls will result in smooth, defined, and frizz-free curls. This product may be used once a week or as needed, and it is applied when the hair is still wet after a shower. The hair feels light, silky, and non-sticky after using it, and it doesn't need to be rinsed.

The recipe's potent mix of coconut milk extract and aloe vera juice moisturizes and softens hair. Shea Butter and Jojoba Oil are utilized to provide smoothness, natural luster, and frizz control while sealing in moisture and delivering extra nourishment. Behentrimonium Methosulfate (BTMS) is a mild plant-derived conditioning agent that aids in detangling and smoothing hair without residue, ensuring that the application process is straightforward and effective. Vegetable glycerin attracts moisture to the hair fibers, leading to enduring hydration. To achieve a texture that is easy to apply and absorbs rapidly, these elements are blended in distilled water.

The product features a refreshing coconut and floral fragrance due to the delicate essential oil aroma in its formulation. Phenoxyethanol and Ethylhexylglycerin, a commonly used preservative that is gentle and effective for leave-on hair treatments, are blended in a paraben-free preservation system to keep the product safe and enduring. For hijabi women seeking ease and