



## MOOD BOOSTER

---

**Faculty** : FACULTY OF ARCHITECTURE,  
 PLANNING & SURVEYING  
**Program** : AP - ARCHITECTURE  
**Program Code** : AP243  
**Course** : TECHNOLOGY ENTREPRENEURSHIP  
**Course Code** : ENT 600  
**Semester** : Semester 08  
**Group Name** : MEWANGI  
**Group Members** :
 

1. ABDUL JALIL BIN MOHAMMAD ALI
2. MUHAMMAD HARIZ BIN AHMAD RAZIF
3. MUHAMMAD SYAZWAN BIN SAIDAN
4. MUHAMMAD SYAFIQ BIN REDZUAN
5. MOHAMAD SHAFIQ MOHAMED SAPHI
6. MOHAMAD NAJIB BIN SHADAN
7. AIEDEEL IKHMAL BIN ABD. HAMID

**Submitted to**

**DR. SHARIFAH ZANNIERAH SYED MARZUKI**

**Submission Date**

**12 DECEMBER 2018**

# 1. TABLE OF CONTENTS

## Page Number

### Contents

---

1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT OR SERVICE DESCRIPTION	5
3.0 TECHNOLOGY DESCRIPTION	8
4.0 MARKET ANALYSIS AND STRATEGIES	10
5.0 MANAGEMENT TEAM	15
6.0 FINANCIAL ESTIMATES	20
7.0 PROJECT MILESTONES	25
8.0 CONCLUSIONS	28
9.0 APPENDICES	29

## **1. EXECUTIVE SUMMARY**

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

Everyday life can no longer be imagined without fragrances and scented products. Humans have tempted to have perfumes or fragrances, which emulates nature's pleasant smells. Perfumes today are being made and used in different ways than in previous centuries. Perfumes are being manufactured more and more frequently with synthetic chemicals rather than natural oils. Less concentrated forms of perfume are also becoming increasingly popular. Combined, these factors decrease the cost of the scents, encouraging more widespread and frequent, often daily use.

Using perfumes to heal, make people feel good and improve relationships between the sexes are the new frontiers being explored by the industry. The sense of smell is considered a right brain activity which rules emotions, memory, and creativity. The smelling oils and fragrances to cure physical and emotional problems is called aromatherapy can help to balance hormonal and body energy. The theory behind aromatherapy states that using essential oils helps bolster the immune system when inhaled or applied topically. Smelling sweet smells also affects one's mood and can be used as a form of psychotherapy.

Thus, a new technology must be applied to make home fragrance a much more efficient use by having as many type of perfume you can store and at the same time you can mix it up to decide which smell suits the environment. Therefore, our company, MEWANGI Enterprise has introduced a product which is Mood Booster which the fragrance can be controlled by the tip of our finger.

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

First of all, our target market will be based on the residence all over Malaysia since our marketing used social medias as the medium to promote our products. For initial intensive selling effort, our company has set the target customers in other words, types of customer groups that would buy our product. Our target customer is for the family residence, the office workers and for students that staying in hostel.

### ***1.3. The competitive advantages***

For the consumer, countless products of home fragrance exist which are solely or partly intended to give off a certain scent in sufficient concentrations to odorize a complete room. But the fragrance are only limited to be used at home as it can be only applied one type of fragrance at a time and you need to buy the same type of fragrance to refill your stock. What if there is a device that can store up to many different type of fragrances and you can choose what type of "smell" you want by mixing the different type of fragrances.

The advantage of Mood Booster compare with the existing fragrance is not only because of its energy saved feature but also its sophisticated design makes it portable. Furthermore, with the current technology, our product can promote time and cost saving as well as can be controlled by using smartphone. It will help to ease the users to have their preferred scent at any time and any place.

### ***1.4. The profitability***

The price is reasonable and there is no physical energy used. Our company target for production in 1<sup>st</sup> year is RM 304 980.48 and to increase it by RM 457 470.72 in the 3<sup>rd</sup> year.

### ***1.5. The management team***

Management team is set up based on individual skills, capabilities and knowledge related to the product and business. Each member will be assign with specific task to ensure the business will runs smoothly. Procedure need to be follow to fulfill legal specification set up by the government, such as requirement needed to establish a company and developing a specific product. Thus, the organization team is fulfilling the obligation to run the technology based entrepreneurship.

