



## PRED- AWAY

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## **1.0 EXECUTIVE SUMMARY**

This business plan is a new projected business that has been named as Vital Force Sdn. Bhd. The name of the company came from the partnerships of the company itself. We supply the latest and up-to-date technologies to the customers.

### **1.1 Business and product concept**

Vital Force Sdn. Bhd. is a company that consist of 6 business partner and fully operated by bumiputra. Our company is located at commercial centre section 7, Shah Alam, Selangor. The team consist of worker who have working experience in technology and manufacturing.

As for the business, we are producing a protection device especially towards our target market which are female. With the usage of latest and innovative technology, the protection device is named as Pred-Away. Pred-Away is an innovation to prevent unwanted sexual harassment. The device alerts the wearer when another person is at close proximity. Other than that, the device will allow the wearer to send their location to family members and friends or the police.

### **1.2 Target market and projections**

The target market for Pred-Away device is female of all ages located across the region in Malaysia which prone to become victim of sexual harassment. However, the majority are at the city centre. Due to the fact, Shah Alam is surrounded by university, school and housing, our company takes an opportunity to introduce the device especially female that lives around section 7 Shah Alam. Other than that, we will commercialise it at online shopping platform such as Shopee and Lazada. Online shopping platform will enable us widen our potential market. Besides, customers can easily reach and buy our products at the hypermarket such as Aeon and Giant. In order to keep people safe in stylish way, the wearable gadgets are in form of bracelet. It also can be used as daily accessories.

### **1.3 Competitive advantages**

Our product has few advantages over the existing products in market. The existing products mainly have their own advantages however some aspects are less convincing. Among the advantages of this product is it is a user-friendly product with multi-function unique features and function which will definitely attracts buyers. In compare to the existing products, they normally provide normal features with no multi-function features.

As our target market which is female is particular over style. Therefore, we design our device to suit people style. The wearable gadget is easy to wear with usage of metal clip. The bracelet also available in various colour to cater customer preference. Therefore, they have an option compared to other existing sexual harassment protecting device. Other than that, our bracelet is water resistance which makes it more durable than other sexual harassment gadget that available in market.

### **1.4 Profitability**

This product is expected to return for 30% from the selling price. The selling price for this product is to be determining by referring to the competitors. Scoring method is to be used for the comparison. The scoring method is based on fundamental values by focusing on factors such as the performance, price, and the quality. The fundamental value is the main factor on deciding the profit.

### **1.5 Management team**

Our management team consists of a General Manager, Administration Manager, Financial Manager, Finance Assistant Manager, Marketing Manager and Operation Manager. This management team will be supported by professional advisors and services to enhance our business.


2.0 PRODUCT DESCRIPTION

2.1 Product to be Produced

Vital Force Sdn. Bhd. is a company which provides a safety device against sexual predators. This product is called Pred-Away and it will be produced at our company. Pred-Away can be classified as improvement and revision of existing product which is a normal bracelet. Our goal is to improve the innovation of rape prevention device and product industry to improve the safety features amount target users especially female.

Pred-Away is different than other rape prevention devices. Most rape prevention device requires a manual switch from the user and is dependent on the user’s reaction time. This means the users needs to be 100% aware of their surroundings and be in constant alert. Pred-Away has the innovation to detect user’s surroundings using a sensor that can sense body temperature within certain distance from the user. Once the device detect human body temperature, it will vibrate to alert about the present of human within close range. By doing so, user is aware about their surrounding and can be on a higher alert or make a run from the suspicious entity.

These are the rape prevention that available in the market:

1) ATHENA	
 <p>The screenshot shows the SilentROAR website. At the top, the 'ROAR' logo is on the left, and navigation links 'ABOUT SILENT ROAR', 'SILENT ROAR', 'ABOUT THE SILENT ROAR', and 'CONTACT US' are on the right. Below the navigation, there are two main sections. The left section is titled 'Alarm Mode' and features a black circular device with a speaker icon. The right section is titled 'SilentROAR™' and features a black circular device with a crossed-out speaker icon. The text in the 'Alarm Mode' section reads: 'The SilentROAR™ is a personal safety device that can be worn as a necklace or pinned to your clothing. It will alert you and your loved ones if you are in danger.' The text in the 'SilentROAR™' section reads: 'The SilentROAR™ is a personal safety device that can be worn as a necklace or pinned to your clothing. It will alert you and your loved ones if you are in danger.'</p>	<p>Athena is a black silicone pendant the size of a half dollar, and can be pinned to a purse, clothing – even worn as a necklace. With a recessed button at the center of the device to prevent accidental alerts, users can hold it for three seconds to trigger a loud alarm that will immediately notify friends and family of their current location, or alternatively, press it three times in quick succession to send a silent alert if you're suspicious of being targeted.</p>