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Belleza Sdn. Bhd (Combae)

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1.0 EXECUTIVE SUMMARY

Belleza Sdn. Bhd is producing a new product to the customers which is multifunction comb that known as Combae. Combae is 3-in-1 hair styling tools which have functioning of hair product application, hair straightener and combing. We also provide capsule containing hair product. It has its own uniqueness that making it different from other product. There are certain group of people who have busy lifestyles like travellers and business person, which needed shorter time in grooming their hair. So, our product is the perfect comb for them as it has special features which they can groom their hair quick and still can achieve their desired hairstyle. Our company focuses on producing a comb that could shorten the time for grooming hair so our customer can optimize their time management. Our product also has special features of extendable and ergonomically handle which is an ideal comb for the arthritis patient. So, they can groom the hair easily and do not need much effort. Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market.

Our target market will be focusing on hypermarket all over Malaysia. As for our initial selling efforts, we have determined our target group of customers that would by our products. Our main target customer is people in the range of 18 to 45 age range in Malaysia. These age groups usually have purchasing power and will be interested in buying a special design comb. In addition, our company have official website (Combae.com), where customers can purchase the product on this platform. So, people can save their time from queueing as they can just purchase it online. Most importantly is our product will ease their process of grooming hair and can save their time. This is because our comb has hair product dispenser which will not get their hand dirty as they can just apply this hair product by just clicking one button. They can achieve a shine, healthy hair including straighten the hair all at once without having to use more than one product. Furthermore, the price of this product is RM 159.90 which is reasonable and affordable as it comes with capsule containing hair products. The target production of our company for second year is RM 57,340,140. The management team of our company are divided into several departments. Each department is led by employee that is experienced and expert, to ensure the product quality and efficiency can be maintained.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Details of The Product

The product of our company, Belleza Sdn. Bhd is *Combae*, which is a 3-in-1 hair styling tools that have functioning of hair product application, hair straightener and combing. It have 3 colours which are blue, white and grey. It has small size, as it only weighs 0.45kg. This feature makes her light-weight tool and can be easily stored which is perfect for travellers. The body and bristles of the comb is coated of high-quality ceramic while the handle is covered with silicone rubber. This provide a good grip and prevent the product from slipping out of the hand. Thus, making it as an ideal hair brush for people with arthritis as this comb provides ergonomic features and extendable handle.

The comb is affordable and reasonable as it provided with hair product in capsule form. The hair product can be inserted into the space provided for the hair product application. So, the hair product will come out between the bristle. This is a perfect comb for anyone who wants to groom their hair very neat and quick as it comes with hair product dispenser and also straightener feature. Thus, this can help people in optimizing their time where they can groom hair in shorter time.

Besides that, it also has 3 different level of temperature where users can adjust the temperature according to their hair type. The temperature range is between 130°C to 200°C. *Combae* can heat-up instantly where it only takes up to 90 seconds to heat up the base of the brush. It gives better result in straightening the hair rather than flat iron appliances. Other than that, our product is an energy-efficient tool as it using less electricity, so we can protect the environment. It has universal voltage (100-240V) that delivers the same outstanding performance no matter where you are in the world. Next, it has swivel cord that can be rotate up to 360° which allows you to use at any angle. This can prevent the wire from being tangled when in use. In addition, *Combae* has safety features of auto-lock function to prevent the temperature from increase when you accidentally clicking the button. Not to forget, *Combae* also has automatic shut-off function. It will be automatic safety shut-off after being left unattended for 30 minutes to prevent fire from occur and to reduce energy consumption.

2.2 The Application of Product

Our product, *Combae* will help to shorten the time for grooming the hair. This steps will help you to get the excellent results without damaging the hair. The main function of this product is to comb the hair on daily basis. You can just brush your hair gently to detangle your hair and it can be used on hair either on wet or dry hair. For the arthritis patient or people who have limited range of motion, they can just simply click the button to extend the handle. Then, if you want to let the hair looks nice and healthy, there is a button for product application. The capsule containing hair serum product that have been provided is inserted at the back of the comb. There will be a small needle that will pierce the capsule when the lid is closed and the hair serum will start to spread when the button for product application is clicked. The hair serum will spread throughout spaces in between the hair bristles.

But first of all, you have to remember to let the hair dry first before start straightening the hair. During this process, it should not be use on wet hair. You also need to apply the heat-protectant product which also have been provided. This is to prevent your hair from get damaged by the heat. You can just insert the capsule containing heat-protectant product at the back of the comb. When brushing the hair, the hair product will spread evenly on the hair of the users for fast grooming. After that, start the styling process by simply plugging your tool in the power supply, and wait for it to turn on. There is a button at the handle to set the comb's temperature for straightening the hair. The temperature can be adjusted accordingly to their hair type. The heat will come out the base of the comb. Section your hair and put it deep into the inner area of the brush. Brush slowly so that each section receives just enough heat to make the hair straight. Brush inward and outward for the best result. After this process is done, your hair will appear shiny, straight and tangle free in minutes.