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TECHNOLOGY BLUEPRINT PLIANT BRUSH

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1.0 EXECUTIVE SUMMARY

Fee Malika Sdn. Bhd. is one of the new comer and uprising companies in Malaysia. The company provide robust technology products. Fee Malika headquartered in Johor Bahru, Johor and was founded by Farisha Balqis. Fee Malika launched it first product Pliant Brush in 2020 along with replacement brush. The product concept is based on technology that being applied on the hair brush. Fee Malika also sell a product that match with the pliant brush that is new replacement brush. The replacement product being sell seperately and individually.

Pliant brush and replacement brush will be commercial through out Malaysia, where it will be sell in all state in Malaysia. But it will focus at the market area where the population is in high density and most people around 15 to 64 yers will live there. Hence, the target market for the product pliant brush that are suitable in those age range are family household, students and backpackers. For family house hold, pliant brush is needed because it is frequently used in daily life. As for students, this pliant brush is benefical for them because they can get three items with one price. Backpackers can save some space in their luggage for other things and they do not have to brings lots things of hair care since they only need pliant brush to solve the hair problem. As for the replacement brush, the target market would be the target customer for plaint brush.

The competitive advantages for pliant brush are it is a sustainability product, wood based on product, can improve the health of the hairs, save the customer money and budget, 4 in 1 functions and also customer will experience the technology used in this product.

Price for the products, pliant brush and replacement brush are after being mark up to 30%. The price of the pliant brush is RM 24.89. The total market size for pliant brush for the three years are RM 11 359 796, RM 17 039 694 and RM 22 719 592 respectively for first, second and third year. The total market size for the three years are RM 51 119 082. Even though, replacement brush is not the main product, it also give revenue to Fee Malika. The price of the product replacement brush is RM 14.69. The total market size for replacement brush for the first, second and third year are RM 67 045.16, RM 150 851.61 and RM 268 180.64 respectively. So, the total market size for the three years for replacement brush is RM 486 077.41. The total market size for both product produce by Fee Malika is RM 11 426 841.16 for the first year.

2.0 PRODUCT DESCRIPTION

2.1 Details of the product

Pliant Brush is the name of the product. It is produce by Fee Malika Sdn. Bhd. When customer buy the pliant brush they will get a product that consists of one handle, one hairs bristle brush and one scalp massager. Pliant brush is called so because it is a hairs brush with its function would be multipurpose brush with 4 in 1 function. The product also come with new replacement of the brush and another function such as scalp massager. The brush can be used to comb any type of hair. Next, the brush can be replace with another brush and scalp massagers is another tools that can be appllied at the brush. The function is to massage the users head. Lastly the brush also comes with hair serum. The amount of serum in each brush is 20 ml. The product is unique because both the handle and brush are made of wood which is bamboo where it can be classify as a stainability product.

Bamboo is one of woody plant that is light in weight, thus the weight for product pliant brush by Fee Malika would be around 0.2 kg to 0.4 kg only. Length for pliant bush is 15 cm and width 5 cm. Pliant brush can be widely use and it is covinient to use in daily life because of its variety of functions. Besides the main product, Fee Malika also sell the replacement brush separately. Where the customers can use it to replace the old brush to new one, without buying new handle. This concept use by Fee Malika corelate with its objective to have cleanliness. It is to keep the hygiene for all the customers' hair by having a replacement for the brush.

The product, pliant brush is really suitable for family household, students and backpackers since this multipurpose hair brush will benefits each one of them in their own way. For example, those who are mention above can save their budget by buying three items such as, hair brush, hair serum and scalp massager with one price. This will reduce the expenses of customer on hairs care. The target market for replacement brush are specified to customer who had buy the pliant brush. The number of customers for replacement brush is from the number of suctomers of pliant brush. As mentioned in the objective, pliant brush is produce by taking a look in economy factor. Both of the product, pliant brush and replacement brush are affordable.

2.2 The application of product

All the application in this pliant brush make it different from other brush. It is also the first hair brush in Malaysia that have variety functions that will ease the customers. Things that make the pliant brush differ from others hair brush is due to its ways of the application of the product. Technology is also included in this product to make it trendy and updated. The product is super easy to use and handle. The steps given are as follows. First, the customer need to attach the brush to the handle with one touch to lock it. Second, while brushing the hair, the serum will automatically secreted to the hairs. Third, to apply another new brush, users must touch the based of the brush to unlock it. Fourth, bring the new brush and follow the first step which touch the based to lock it. Fifth, to apply scalp massager, it must follow step three tounlock it and step one to lock it back. The changing process happen within one handle. One handle will be used to change into brush or scalp massager depending on the customers need and desire. The process for applying and changing can be done within a minute.

2.3 Unique features of product

- **Sustainability product**

As it is state in the objective of the production of the product to produce a product that is environmental friendly. In the plan to reduce the usage of plastic. Rather than using product that is harmful to environment, Fee Malika produce a pliant brush as a sustainability product. Sustainability product lead to less reliance on nonrenewable energy sources, reduce the carbon emissions.

- **Wood based on product**

According to the objective, produce environmental friendly product, Fee Malika decided to produce a wood based on product. The usage the wooden comb will not effect badly to the environment. Wood that being used in this product is bamboo wood. The bamboo is used to make the handle and the brush It give a lot benefits to the users which are our customers.