



MEASURING SETS WITH SCALE

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1.0 EXECUTIVE SUMMARY

1.1 Company Business and Product Concept

Mawar Enterprise Sdn. Bhd is a private start-up company that begins its business in Perlis in May 2020. This company is owned and run by one person and five persons. Mawar Enterprise anticipates that its latest innovation goods will catch the attention of regularly loyal customers. Because of workers' experience in the industry and a mildly competitive environment in the country, this business aims to develop a good market place in the region. To satisfy demand in the middle-to higher income region, Mawar Enterprise intends to sell its products at a competitive price. The company intends to employ more staff to provide day-to-day customer service.

Mawar Enterprise offers a new product call the **measuring set with scale**. It is a measuring set that has a scale at the holder. This product is very easy to use, easy to use, and strong. For anyone who likes cooking, baking, and even a person on a diet, it is also very affordable. This product's design and style are always fantastic. The standard of this product and its architecture are superior in an affordable way. Such products, their designs, and the finishes are based on the patterns and demands of consumers.

1.2 The Target Market and Projections

The target market for Measuring Set with Scale are housewives, chefs, and the person on diet. After doing some observation, the measuring set available at the market not have scale. So, customers need to buy a kitchen scale to weigh their ingredients before cooking, baking and take supplements. Therefore, Mawar Enterprise introduces this product to solve customer products to save time and space in the kitchen.

1.3 The Competitive Advantages

Mawar Enterprise Sdn. Bhd is not the first company that creates this product. Many other companies have created a product that functions similarly to the Measuring set with scale. For example, LECREUSET and Tupperware Brands have created a measuring set with prices relatively expensive. But Mawar Enterprise Sdn. Bhd. creates a measuring set with scale at affordable prices and good quality with a special function. Some of the special functions are:

- Measuring set with scale have guaranteed to recover the product within 1 and half year.
- Completely safe for customers.
- The attractive design which can save cabinet space.
- Using a digital scale to weigh ingredients for better accuracy.

1.4 The Profitability

Mawar Enterprise Sdn. Bhd is three-tiered. First, the company will plan on achieving first-year direct sales of RM 910,350 in the target market. Secondly, the company will plan to achieve a more profitable level of sales equal to or greater than RM 955,868 in year two and RM 1,051,455 in year three. Thirdly, the company plans to aggressively promote its services with higher profit margins to allow for a maximized profit.

In the first year of operation, Mawar Enterprise Sdn.Bhd. plans on breaking even. In years two and three, the company will become more profitable as contracts and clients increase, and as the company learns to become more efficient in operations.





1.5 The Management Team.

Mawar Enterprise Sdn Bhd. has assigned several roles in the management team. The Chief Executive Officer (CEO) is Afifah binti Allias. The marketing manager is Ain Najihah binti Rozainal. The administration manager is Wani binti Amran. The operational Manager is Sabrina binti Zabri and the financial manager is Haniza binti Adenan.

2.0 PRODUCT DESCRIPTION

Mawar Enterprise company has developed a measuring set with scale. This product is very useful in kitchen technology which can give benefits to customers to weigh their ingredients in the kitchen and for diet purposes. The objective of Mawar Enterprise is to improve, innovate and develop a measuring set with the idea of the existing measuring set at the supermarket and come out with a new version of measuring set that has many functions that make the process of preparation in cooking and baking.

2.1

Features of the product	Function
	<ul style="list-style-type: none"> The measuring set consists of 3 different cups that can remove from the holder.
	<ul style="list-style-type: none"> The digital scale at the holder helps the customer to weigh their ingredients accurately.
	<ul style="list-style-type: none"> 3 buttons are available at the holder which are on/off/tare, hold and mode function.
	<ul style="list-style-type: none"> The handy hanging hook can help customer to save their cabinet space.