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TECHNOLOGY ENTREPRENEURSHIP (ENT 600)

TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT

JADE ROLLER SKIN ANALYSER

FACULTY: FACULTY OF SPORTS SCIENCE AND RECREATION

PROGRAM: BACHELOR OF SPORTS SCIENCE (SR243)

GROUP: NSR2435S2A

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1.0 EXECUTIVE SUMMARY

1.1 Business and product concepts

My business is focusing on skincare beauty devices. My product which is jade roller skin analyzer is 2 in 1 beauty device that can help to solve all my customer problems. Jade roller skin analyzer is will analyses and care for their skin, giving healthy skin, trouble free skin no matter where they are. This product is created to help all women and men that experience worries about their skin without spending so much money. This product will give a glowing skin, anti-ageing, release facial tension, reduce puffiness of the face and detect skin problems instantly by using a smart sensor which provides professional skin condition based on highly credible data obtained through advance technology. I choose the marketing concept where I achieve my company goals on knowing the needs and wants of our target markets and delivering the desired satisfaction better than competitors do. My company will do some research based on customer needs by making a survey form so that they can give opinion and suggestion on what they want to improve on our product. Besides that, we will always try to figure out their skin concerns so that we can create a product that can free their concerns.

1.2 Target market and projection

My target customers are woman and men. For women, they have different concern towards their skin. In the age of 15 to 24 years old women, most of them are more focusing on flawless skin, improve their skin condition while for the age 25 years old women and above, they are more focusing on anti-aging. Same goes to men, even though not all men are concern about their skin, however there are some of them is taking care of their skin. So based on their concerns, my company come out with a product that can satisfied our target customers which is jade roller skin analyzer, 2 in 1 beauty device that can help to solve all their problem and concerns. From this marketing concept, my company can beat our competitors out there.

Based on projection, we can see the potential annual growth for three years which in year 2021, 2022, and 2023. In 2021, the total market share is 0.05% where sales of the product is RM 1,107,550 and the total of sales in unit is 4027 units. In 2022, the total market share is 0.05% where it is same as year 2021, but the total sales in unit increase by 300 units and the total sales increase to RM 1,189,925. In 2023, the total market share increase

to 0.06% where the total sales unit increase by 400 units and the total sales in RM 1.299,925. In conclusion, we can see that the total market share is increase year by year.

1.3 The competitive advantages

Jade roller skin analyzer is a 2 in 1 beauty device that combine a facial massage and skin analyzer both together to ease people to buy, cut their cost and they can bring and use whenever they want to. It is different from the existing product where the jade roller and skin analyzer is selling separately and using low technology. Jade roller skin analyzer is a combination of facial massage and a skin analyzer where it can improve your skin condition such as giving a glowing skin, anti-ageing, release facial tension, reduce puffiness of the face and detect skin problems instantly by using a smart sensor which provides professional skin condition based on highly credible data obtained through advance technology by using bio electrical impedance analysis, skin moisture sensor technology UV sensor technology, humidity sensor technology. My product is using a 100% real jade stone, premium zinc alloy frame, ABS body material. It is made of high-quality material because the real jade stone has balance and natural cooling properties, the frame is rustless integrated frame and the body is using ABS material which have high impact on resistance, heat resistance, low temperature resistance and chemical resistance.

1.4 Profitability

Profitability is the ability of a business to earn profit. Jade roller skin analyzer is able to earn more profit through our retail stores such as Watson, Guardian and Sephora. Since these stores is the most visited stores because of their variety products being sell and the prices is affordable compared to high end stores. Moreover, jade roller skin analyzer will be sell through online such as Lazada and Shopee to gain more profit since there are many people loves to by online because it is much easier for them especially who are lazy to go out, they just have to pay online and stay at home until the product is arrived.

1.5 Management team

The management team is the group of individuals that operate at the higher levels of an organization and have day-to-day responsibility for managing other individuals and maintaining responsibility for key business functions. In my company, there are five management team, the first one is me, Husna Shafiqah Binti Abu Backer Sidek as CEO of