



اُنِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
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MARA

BASED BUSINESS IDEA BLUEPRINT

COMPLETE STYLER

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TABLE OF CONTENT

1.0 EXECUTIVE SUMMARY

1.1 Description of business and product concept

1.2 Target market and projection

1.3 Competitive advantage

1.4 The profitability

1.5 Management team

2.0 PRODUCT DESCRIPTION

2.1 Product Introduction.

2.2 Application the product.

2.3 Uniqueness of the product

2.4 Summary

2.5 Opportunities

3.0 TECHNOLOGY DESCRIPTION

4.0 MARKET ANALYSIS AND STRATEGIES

4.1 Customer

4.2 Market Size and Trends

4.3 Competition and Competitive Edges.

4.4 Estimated Market Share and Sales

4.5 Marketing Strategy

5.0 MANAGEMENT TEAM

5.1 Organisation

5.3 Management Compensation

5.4 Supporting Professional Advisors and Services

6.0 CONCLUSION

7.0 REFERENCES

1.0 EXECUTIVE SUMMARY

1.1 Description of business and product concept

The Complete Styler is a high quality product that very efficient, friendly use and convenience because the combination of three hair styling which are blower, straightener and curler. The concept of this product is affordable and saving consumer money. From what customer needs is what we will build. This product have complete with the perfection of the design easy to handle, wireless, bladeless fan, light weight and also rechargeable.

1.2 Target market and projection

Target market is where the product will be focus on the population will need.

1.3 Competitive advantage

The competitive spirit within others product will help us gaining the experience to provide more in product that consumer need, improve the lacking part of the product and learn how the business life. This shows from competition will determine the best product among all towards the consumer demand.

1.4 The profitability

The strategies to gain profit is the main subject that will determine the business will success or not. Future plan is importance to know the flow of business and the marketing concept towards the product. Although it is new, to make it long term product need to have knowledge to know the best channel to distribute the product.

1.5 Management team

In management team consist of CEO, general manager, operation manager, HR executive, Marketing and sales executive and Finance executive. This part of the backbone that helps in building this empire with success.

2.0 PRODUCT DESCRIPTION

2.1 Product Introduction.

The idea of this product which is have a significant different with other hairstyle product that come out from the needs and rareness for consumer daily life. The name given is Complete Styler which is the combination of blower, straightener and curler.

2.2 Application the product.

This product is a high-quality product that give a perfect touch, mesmerizing feedback and absolutely recommended to people that have trouble in styling their hair. This product is very flexible, friendly user and super convenience at the same time because it all in one without having to change the nozzle. The screen shows the battery status, mode and set of wind speed and temperature. There is a button that can change the mode of hairstyle which are blower, straightener and curler. The temperature can be set and have 3 options which are 100°C, 80°C and 60°C and it depends on the thickness of the hair. The wind speed button been provided to faster the drying process consist of rapid, medium and mild.

2.3 Uniqueness of the product

Other than that, the perfection of the design easy to handle, wireless, bladeless fan, light weight and also rechargeable. The adding of clip can be use to hold the hair while styling. Most of the product for styling are using wires which is make it hard to move while styling your hair even though there is certain product used rotatable wire that can turn 360°. This Complete Styler are what people's need and it will fulfil their desire otherwise, why does the name is "complete"? The design in semi curve and it come in 2 sided which is the blowing side in curving surface and the straightening and curling side in flat surface. The looks of the Complete Styler that very convenience and multifunction use in one. The quality of the product can be judge through the technology and material that been used are up to date and never fail to impress the user itself.

The material used to make the straightener and curling side is nano titanium. This material is good for hair care because it can reduce frizz, smooth in less likely to create tangle hair when pulling, make a very straight hair plus shining effect, heat quickly and also suitable for any hair type. It safe for the consumer in styling their hair and chances the get burn is low due to the quality material used. Most of hair straightener and curler were made either with titanium or ceramic due to the suitable application towards the hair. Dyson hair product which is

Supersonic hair dryer is the top product that really give a huge effect towards consumer and also the demand increases on market for a few years. In this case, to make some difference from other product, with the combination of straightener, curler and blower are develop to be the first hairstyle that give a lot of advantage towards consumer.

2.4 Summary

