



MUL TOOTHBRUSH

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Table of Contents

Table of Contents	ii
List of Figures	iii
List of Tables	iii
COVER LETTER	iv
EXECUTIVE SUMMARY	5
1.0 INTRODUCTION	6
2.0 PRODUCT DESCRIPTION	7
3.0 TECHNOLOGY DESCRIPTION	9
4.0 MARKET ANALYSIS AND STRATEGIES	11
4.1 Customer	11
4.2 Market Size and Trends.....	12
4.3 Competition and Competitive Edges.....	15
4.4 Estimated Market Share and Sales	16
4.5 Marketing Strategy.....	18
5.0 MANAGEMENT TEAM	21
5.1 Organisation.....	21
5.2 Key Management Personnel.....	22
5.3 Management Compensation and Ownership.....	27
5.4 Supporting Professional Advisors and Services	27
6.0 FINANCIAL PLAN.....	28
7.0 PROJECT MILESTONES	31
8.0 CONCLUSION.....	32
REFERENCES	33
APPENDIX.....	34

List of Figures

Figure 1: Example of electric toothbrush.....	7
Figure 2: Example of tongue scraper	7
Figure 3: Front and back view Mul toothbrush by M Company	8
Figure 4: Inductive wireless charge box	8
Figure 5: Example of plastic tongue scraper.....	9
Figure 6: Example of Fountain rinse	9
Figure 7: Inductive charger.....	10

List of Tables

Table 1:Estimated Market Size.....	13
Table 2: Comparison between competitors.....	15
Table 3:Market Share after M Company Enter the Market 2020	16
Table 4: Market Share after M Company Enter the Market 2021	16
Table 5:Market Share after M Company Enter the Market 2022	17
Table 6:M Company Market Share and Sale.....	17
Table 7:Key management roles	21
Table 8:Career Highlights.....	24
Table 9:Duties and Responsibilities.....	26
Table 10:Management Compensation & Ownership.....	27
Table 11:Supporting Professional Advisors &Services.....	27
Table 12:Start-Up-Cost.....	28
Table 13:Working Capital.....	29
Table 14:Start-up Capital and Financing	30
Table 15:Project Milestones	31

EXECUTIVE SUMMARY

Mul Toothbrush will provide 3 in 1 electric toothbrush which are combination of a tongue scraper, fountain rinse and space or storage to put a toothpaste. A tongue scraper that helps users clean their tongue after brushing their teeth. Next, having a toothpaste storage where they can refill the toothpaste and use it when they want to brush their teeth also Mul Toothbrush comes with fountain rinse, it will clean the rest of the toothpaste left in the mouth after brushing. The main reason that make this Mul Toothbrush are to create a multipurpose of electric toothbrush for tongue and teeth also to make it easier saves users time when brushing their teeth. Mul toothbrush also came with inductive wireless charge, when the user places the toothbrush inside the charger box, the magnetic field causes the current to flow into the other coil, which connects to the battery.

The target markets are the household at the urban since they have a busy lifestyle. This product is a simple, versatile and easy to carry product, since these groups are busy people and always want a fast and varied product this product is very suitable and needed by them. Since this product is facilitating and accelerates the process of brushing, most customers who are too busy with their daily lives will love with its function and features.

The company was developed with the cooperation of 5 partners. Each of them has a top position like Chief Executive Officer, Financial Manager, Operating Manager, Administrative Manager and Marketing Manager in the company that helps and advances the company so that the main purpose of the company can be achieved.

In conclusion, the Toothbrush has the advantages and essential of today's standard toothbrush, giving it a competitive advantage over its more established competitors.

1.0 INTRODUCTION

M Company is a company that manufactures electric toothbrush products. Located at 752, Persiaran Cassia Selatan 8, Bandar Cassia, 14110, Pulau Pinang. The location of the company is particularly relevant because the area is a developing area with easy-to-find location and wide open space. M Company is owned by Nur Alis Narjiwa Binti Ali as its founder also as the Chief Executive Officer. There are 4 others partners in this company. Miss Nadia Binti Azman as the Administration Manager, Miss Nur Amalia Binti Abdullah as the Financial Manager, Miss Nurul Nadia as the Marketing Manager and Mr Emir Bin Kamarul as the Operational Manager.

Products manufactured by Company M are called Mul Toothbrushes is an electric toothbrush with the addition of many other functions, designed to make it easier for users. Named Mul because it is an abbreviation of multiple words that corresponds to its various functions. This electric toothbrush is a combination of the usual electric toothbrush plus a tongue scraper and comes with a tooth paste refill, fountain rinse and this Mul Toothbrush give an inductive wireless charge. Mul Toothbrush is a simple, versatile and easy to carry product. The purpose of this innovation is to help you clean your teeth in the short term and achieve a higher level of hygiene. As well as increase awareness of the cleanliness of the tongue.

Most common electric toothbrush products do not have a tongue scraper, fountain rinse, and space or storage to put a toothpaste. But Mul toothbrush is a 3 in 1 electric toothbrush, which come with additional functionally like mentioned before such as having a tongue scraper that helps users clean their tongue after brushing their teeth. Next, having a toothpaste storage where they can refill the toothpaste and use it when they want to brush their teeth also Mul Toothbrush comes with fountain rinse, it will clean the rest of the toothpaste left in the mouth after brushing. That why we like to say Mul Toothbrush is a 3 in 1 electric toothbrush.

The functions added to this product are intended to facilitate the user. The consumer does not have to use too much energy for brushing as this product is electric, so it will work on its own. The product is also fast, giving you only 2 minutes to brush your teeth. For busy users they will love this product because, although it is only 2 minutes brushed but the result is clean and fluoride is delivery better.