



**Smileeey Enterprise Sdn. Bhd.**

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Description of the Business and Product Concept**

Smileeey Sdn. Bhd. is a company that focusing on producing the technology based infant products. In the early of the business, Smileeey focused on producing a baby stroller. Later on, it might be expanding the business to other infant products such as car seat, buggy, walker, cradle and so on. At first, Smileeey comes up with the new technology based product which is an easy-to-use baby stroller. This stroller is produced with combination of few technologies which is motor technology, braking technology and lighting technology. It is well design baby stroller and user friendly. It is because, the stroller can be used everywhere by parents and it is easy to use. The price of the stroller is not too pricey or too cheap so that most parents are afford to buy it, not only high income level parents can only buy it.

### **1.2 The Target Market and Projection**

The target market of this Smileeey baby stroller is based on marital status and income level. Smileeey produce its first product which is motorized baby stroller specially for a married couple that already have a child or a married couple that are going to have a baby soon. It is focused on married couple with middle and upper class income or monthly income of RM2500 and above. This is because, Smileeey consciously consider the customers' economic ability and stability. As the product is still new, Smileeey just focused on Malaysia market in the beginning of its business.

### **1.3 The Competitive Advantages**

Competitive advantage refers to factors that allow a business to manufacture products or services better or cheaper than its rivals. These factors make it possible for a productive entity to generate more sales or higher margins compared to its market rivals. When entering business world, competitors are unavoidable. Competitors are the challenge that a company need to face. A company need to stay competitive by keep innovate the current existing product. Therefore, Smileeey will keep creatively producing a product with application of the latest suitable technology, so that, it will be user friendly, environmental friendly, low cost, and most important thing is safe to use. Therefore, Smileeey are confident that its business will be able to compete with other competitors at the highest technology.

### **1.4 The Profitability**

Profitability is the primary objective of all business ventures. Without profitability, the company will not survive in the long run. It is therefore very important to calculate current and past profitability and to estimate future profitability. Profitability is measured by money generated by the business and its expenditure. Smileeey will keep constantly look for strategic plans for the business to improve profitability. Smileeey will implement and monitor a budget to keep its expenses in control so that the finances remain in order.