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1.0 EXECUTIVE SUMMARY

1.1 The Company and Product

THE NUMBER 1 BRAND OF REFILLABLE WATER BOTTLES IN MALAYSIA

BROS is a leading brand of Refillable Water Bottles that are reusable, leak-proof, easy to use, easy to clean, portable, trendy and comes in stylish and fun-filled designs and colours.

Ranging from BPA-Free Plastic Bottles, Aluminium Bottles, Double-walled Thermal Flask, Thermal Mugs, Tumblers, Infant Training Sippy Cups, Custom print water bottles and Care & Spare Accessories like bottle brushes, straw brushes, straws, bottle caps and carrying straps.

BROS refillable water bottles are suitable for sports & outdoors or simply monitoring your H₂O intake at home and at school or bringing some home brew coffee to the office. BROS water bottles are well known for its reusability, refillability, food safety, superior quality and creative design since 2004 for adults, kids and Infants; and are now available worldwide through bros.com.my and several partnering distributors

. The company's logo is shown in Figure 1.



Figure 1 : Company Logo.

1.2 The Target Market and The Projections

The products that are produced by the company is targeted for Malaysian parents, employee or students. They are not specifically for only male or female, but are universal to both. We focus our products for the people in the two categories mentioned before that loves to travel and socialized with the children they love. The marketing for the products will be made through social media, banners, flyers and promotions in stores.

1.3 The Competitive Advantages

The main challenge for business strategy is to find a way of achieving a sustainable competitive advantage over the other competing products and firms in a market. A competitive advantage is an advantage over competitors gained by offering consumers greater value, either by means of lower prices or by providing greater benefits and service that justifies higher prices. The differentiation and cost leadership strategies seek competitive advantage in a broad range of market or industry segments. By contrast, the differentiation focus and cost focus strategies are adopted in a narrow market or industry. Therefore, as we know that there are many giant companies that monopoly the business of the water bottle or heater such as Panasonic, Sharp Daikin , Tupperware and many more. There are some strategies in the competitive advantages. First is cost leadership. With this strategy, the objective is to become the lowest-cost producer in the industry. The traditional method to achieve this objective is to produce on a large scale which enables the business to exploit economies of scale. This strategy is usually associated with large-scale businesses offering "standard" products with relatively little differentiation that are readily acceptable to the majority of customers. Occasionally, a low-cost leader will also discount its product to maximise sales, particularly if it has a significant cost advantage over the competition and, in doing so, it can further increase its market share. The company must has some guide such as high capacity utilisation The use of bargaining power to negotiate the lowest prices for production inputs, Lean production methods, effective use of technology in the production process and also access to the most effective distribution channels.

Secondly is the differentiation focus strategy, a business aims to differentiate within just one or a small number of target market segments. The special customer needs of the

segment mean that there are opportunities to provide products that are clearly different from competitors who may be targeting a broader group of customers. The important issue for any business adopting this strategy is to ensure that customers really do have different needs and wants, in other words that there is a valid basis for differentiation and that existing competitor products are not meeting those needs and wants. Differentiation focus is the classic niche marketing strategy. Many small businesses are able to establish themselves in a niche market segment using this strategy, achieving higher prices than undifferentiated products through specialist expertise or other ways to add value for customers. Therefore, for this strategies, PortXHeater must provide the features that the other water bottle had provided plus with the special characteristics. One of the characteristics that PortXHeater has is use the most latest heating component and have unique design. As we know that, the up to date heating component also can affect the warranty of the PortXHeater.

Thirdly is differentiate leadership. This strategy involves selecting one or more criteria used by buyers in a market and then positioning the business uniquely to meet those criteria. This strategy is usually associated with charging a premium price for the product, often to reflect the higher production costs and extra value-added features provided for the consumer.

1.4 The Profitability

Profit margin is one of the most important aspects of a business to example when entering into a business venture and throughout the business operation. Calculating profitability is an accurate way to determine the success of our business. Profits from the product sales will be used to pay the loan. The profits gained are estimated to be higher than the cost of operation and loan payment in order to avoid loss.

The two key aspects of profitability are revenues and expenses. Revenues are the business income. This is the amount of money earned from customers by selling the PortXHeater and the services. Generating income from selling the PortXHeater is not an easy task, however, in businesses we must use all the resources that we have in order to produce these products and provide these services. Resources, like cash, are used to pay for expenses like employee payroll, rent, utilities, and other necessities in the production