



MELOTA Medicine Jelly Balls

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1. EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts.

ChicaMeds Sdn Bhd is a company established in 2020 with a high hope to be able to penetrate the pharmaceutical market in Malaysia by offering products that were made from latest technology. The product Melota is jelly balls that contains Paracetamol syrup that is efficient in relieving minor pains such as stomachache, flu, headache and many more.

This product is spill-free because it comes in jelly shape and also travel-friendly. The main features of the product are that it does not require any tools in order to consume it and it comes in perfect dosage. This can help in lessening the trouble of feeding medicine to toddlers.

1.2 The target market and projections

The target population of this product is M40 parents in Selangor that are aged between 20 until 40 years old. Therefore, the target market for current year is 1% of the total target population. After few years, this product aims to increase the market size by targeting new customers. Besides people in the M40 income level group, those who are in B40 and T20 might also be interested in purchasing the product.

1.3 The competitive advantages

This product is the perfect traveling must have for parents that are traveling with toddlers. There are no other product in the current market that offer this kind of benefits. The balls come in exact dosage, spill-free, low-cost and environmental-friendly. There is no need to use any tools, saving the parents' time and money.

1.4 The profitability

The product is made from low cost ingredients such as brown seaweed extract and Calcium Chloride. The packaging for the product is made from plastic material with natural wheat straw fibre. The details of the ingredients can be referred in section 4.

1.5 The management team

The company consist of six key personnel that are the president, marketing manager, financial manager, operation manager, lab technician and pharmacists. Each of the staff has their own responsibilities in order to make ChicaMeds succesful. Since the company is new, it is still needed for the company to hire professional advisors from other companies.

2. PRODUCT OR SERVICES DESCRIPTION

2.1 Details of the Product

Melota is an acronym of medicine and pelota, which means ball in Spanish. Basically, Melota is liquid medicine in small edible balls. This technology of turning liquid into jelly-like balls was recently discovered by a company called Skipping Rocks Lab and a video of the water balls called OOHO went viral in 2013. These water balls are packaged in a thin plastic layer which can be easily discarded and then the water balls would be ready to pop into the consumers' mouths.

The primary idea is to use Paracetamol 120mg/5ml syrup as Paracetamol is a medicine that is common and well-known to help in curing common sickness such as fever, flu, headache and many more. This syrup will be made into small water balls containing approximately 2.5mL of the Paracetamol syrup. Therefore, the dosage is suitable for babies and toddlers. The amount of Melota balls to be consumed can be altered according to the doctor's prescription. This product is suitable for kids aging 2 to 10 years old, even though a 10-year-old might need to consume up to 6 Melota balls in one serving.

Another main feature of Melota is it is travel-friendly. One of the problems that Melota aims to solve is the problem of liquid medicine leaking out from its bottles especially when it is not handled carefully. This product is packaged in a regular clear pill organizer made from safe plastic material with natural wheat straw fibre and is 100% BPA free. The pill organizer would be 20 x 7 x 2.5 cm big, weighing approximately 35g. As for the price, this product will be priced around RM8-RM10 because it is made with low cost material. The packaging is also cheaper than regular glass bottle for liquid medicine.

2.2 Applications of the Product or Service

The main function of this product is first, as an easy-to-bring medicine. This product will be very useful for parents with small kids because kids are more prone to get sick especially during traveling period. A sick child is not fun to deal with; therefore, a creative solution must be done to make it easier for the guardians to handle them. However, bringing liquid medicine everywhere is not exactly a genius way to do it because there are risks of getting it spilled. This does not count the fact that most children do not like eating medicine and will avoid eating it at all cost. Besides, a tool is needed in order to feed liquid medicine to a child. It might be a spoon, syringe, or dosing cup. This means that parents must carry all these things to go on a trip, which is not ideal.

Therefore, Melota balls is the easy way to solve all this problem because first, it is guaranteed that there will be no spilling problem, and two, parents do not need any tools anymore. There is no need to estimate the exact amount of dosage on the spoon or washing the tools back to avoid ants from coming if it were to be left unwashed. Another advantage of using this product is it looks like jelly balls, which would be attractive to kids. It is easy for them to consume as they just have to bite it once, and then the ball will pop, and the medicine will come out and it feels just like drinking regular water, except that it is a medicine.