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CHAPTER 1

EXECUTIVE SUMMARY

CaringBaby Sdn. Bhd. is a company that selling an innovation product named CaringBaby car seat with some new features are added to it. The features are airbag, sensor and a portable baby car seat that can be convert into a backpack size. This car seat can be used for children between 3 and 7 years of age and has a weight of less than 37 kg. Innovations are made to make the existing car seat safer and more aligned with current consumer issues.

The price of the CaringBaby car seat is RM3,140 which is quite high and not everyone is able to buy it. Therefore, the target market for CaringBaby car seat is for parents with household incomes of RM12,000 or more. Furthermore, CaringBaby car seat is made of high quality raw materials, making the price quite expensive. Since the company's main showroom is located in Petaling Jaya, Selangor, this company only focus on people who lives in Selangor. This company is looking forward to expend the business in other state in the future.

Each business has to face the pressures of competitors selling the same product. For CaringBaby Sdn. Bhd. which is new to the market, has to face many competitors that are already strong on the market. Therefore, CaringBaby Sdn. Bhd. decided to innovate the existing baby car seat in order to produce a unique product that can meet the technology and needs of the customers in this era. The expertise are hired to carry out a research and development to identify the new appropriate features to be added to the new product. Through this, CaringBaby Sdn. Bhd.would be able to compete with other competitors and make it stronger on the market.

Besides, the cost of materials for one product is RM2,087.41. The company decided to increase the price of the product and make a profit up to 50% of the modal. The final price of CaringBaby car seat is RM3,140. For future planning, CaringBaby Sdn. Bhd. will keep up to date on the current issues in order to produce more profitable product.

The business was registered under the Register of Business using the name of CaringBaby Sdn. Bhd. The management team of CaringBaby Sdn. Bhd consists of five main positions, led by the General Manager of the company and then Administrative Manager, Financial Manager, Marketing Manager and Operation Manager. The management team of the company are listed as follows:

Key Management Roles	Name
General Manager	Syazwani Nur Izzati Binti Shaiful Izam
Administration Manager	Nur Raihana Binti Zainal Azilan
Operation Manager	Syafiqah Nasuha Binti Sharif
Marketing Manager	Nur Shuhada Binti Ishak
Financial Manager	Najwa Binti Abd Rahman

Table 1 Management Team