



BUSINESS MODEL CANVAS

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Smart Vest

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EXECUTIVE SUMMARY

In the new era people always innovate to make things easier in life and make our daily life run smoothly. Huggle Snug is a company that offers one of the innovations to solve a problem that involves controlling kids. We play a role to create extra hands for a job that needs them to communicate and interact with a kid. Such as pediatric, kindergarten teachers and many more. We create a solution based on the concept of attention. Our product involves many toys and colors to get attention from the kids and attract them, so they are going to forget about the real situation.

They are two most important departments in the company that is marketing and production. As a new product in the market, we must make sure our marketing method is suitable and reach our target market because the introductory part is always the difficult one. Beside that our production team is always a priority in making sure our quality of product is always in excellent condition.

We are in Melaka, the historical state in Malaysia. The reason we choose Melaka is because that was one of the states that is rapidly growing. Beside that our partnership like Jakel and toys factory is in Melaka. We trust that located near with our resources will make our production run smoothly.

The product that we produce will help people around us communicate well with a kid. We also want to create a smile on the kids face, so they would not be afraid of their surroundings especially when they visit a clinic. Because our company trusts that with creating a good surrounding we are creating a better world to make a better generation. So, we always hold that principle when we go to work when we do the work and when we deliver the product.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

Huggle Snug is a company that puts children as our main priority. Huggle Snug is derived from the phrase Huggle Snuggle. Our company focuses on producing a product that can reduce the fear among the children while they meet the doctors or anyone. We called our product "Smart Vest". This product is convenient because it is 2 in 1 which can turn into a vest and also can be a tote bag. Our business is more to provide to consumers who need an innovation of their living when treating their children and provide a service to essential professions like hospital, pharmacy, preschool and others. Our product is custom made from the material design until the finishing result. For the design, we created based on customers' requests. We believe that our customers' satisfaction is our responsibility. For example, if they prefer block design for the vest, we will create it same goes to the design for the toys. We also make partnerships with few companies like Jakel, City Toys Melaka and Precious Baby and Child Specialist. This is to ensure that Huggle Snug can run their business smoothly.

This company has 7 employees, starting from Chief Executive Officer, Human Resource Manager, Production Manager, Financial Manager, Marketing Manager, Sales Manager and general worker. Since this is a new start-up company, all the managers are part of the employees where they need to work together. All the processes made are from that building starting from the designing until it becomes a reality. Thus, we work not just as business partners but work as a family. We are **located in No 24, Jalan Merdeka, Bandar Hilir, 75000 Melaka**. This area is very strategic because most small businesses start from there. It is easy to find by the public and we believe that we can grow this business better in future.

1.2 PROBLEM STATEMENT

Usually as we can see, common things that happen when kids go to see a doctor is crying. Even when the doctor is doing nothing but just by trying to touch them, they start to cry. This happened not because the doctors are strangers but because the appearance of the doctor itself has some sort of their own aura. Just imagine, with a white coat and stethoscope around their neck even with a smile, the kids cry. Beside that we also can see this scene at the nursery or kindergarten. The teacher and nanny face the same problem especially when it is early in the morning.

1.3 OPPORTUNITY RECOGNITION

This business will be able to grow as big as other competitors as we provide a different product service that is different from others. Therefore, it will be easy to be in the market with other competitors. We provide a new product idea that hasn't been seen to be available in Malaysia. We want our product to be some topic that is discussed among the consumer. Once we are given the opportunity to serve, the chances for us to grow in this industry is high as we will keep on providing the product to our regular customer and it will attract new potential customers. From there, we can see social marketing will play its roles to share and inform the existence of this product.

We are the solution for consumers that are facing or having the same problem as stated above. We strive to ease the process for every front liner services, child care services and in special education school services. We are here to help them deal with problems in a calm and harmonious state.

1.4 SWOT ANALYSIS

SWOT is from strengths, weakness, opportunity and threat that the company currently has. The purpose of this analysis is to compare our business with our possible competitors around us. By doing this, our organization can improve in what needs to be improved so that our business can keep up even in the future.

TABLE 1.4.1 : SMART UNIFORM VS HUGGLESNUG

ELEMENTS	HUGGLESNUG	SMART UNIFORM SDN BHD
STRENGTHS	<ul style="list-style-type: none">-Handmade product-2 in 1 purpose which the vest can be used either as a bag or clothes like a vest or apron.-Cheaper products.	<ul style="list-style-type: none">-Many big regular customer.-One of the lead producers and suppliers of uniforms and T-Shirts in the garment industry.
WEAKNESS	<ul style="list-style-type: none">-Unknown small business.-Unstable financial.	<ul style="list-style-type: none">-Expensive products.
OPPORTUNITY	<ul style="list-style-type: none">-Expand business.-Find more suppliers or clients.	<ul style="list-style-type: none">-Deliver to all over Malaysia.