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EXECUTIVE SUMMARY

We are creating safe and edible modelling clays for toddlers and kids. We choose this product because we always convince that nowadays many parents are searching for modelling clays that free from dangerous chemical ingredients for their children as most of the modelling clays that are available in the market containing health and safety issues. Hence, we are here to provide organic modelling clays that have been confirmed free from hazardous ingredients. Moreover, our company also providing a small childcare service centre for customers that come to our store.

We produce three types of packaging which are 100 g, 300 g and 500 g. The price for 100 g, 300 g and 500 g are RM 8.00, RM 22.00, RM 35.00 respectively. We also sell product in bundle such as trial pack, happy pack and fun pack for RM 15.00, RM 50.00 and RM 40.00 respectively. For our childcare service, we charge RM 25.00 for 1-hour service, 2-hours for RM 40.00 and 3-hours for RM 50.00. The price of our products are comparable with our quality of products. We offer price reduction with every packs. This will attract customer to buy the package because it provides a lot of things at a lower price. Other than that, we believe that by providing childcare service may assist the parents out there that have a busy life and works, but want to let their children playing at our store without having to worry about the children's safety.

The business venture had started on 9th September 2019. We only need 5 people which are ourselves to start the business and fill the following positions in our company. The positions are general manager, administration manager, marketing manager, operation manager and financial manager. Everyone has their own parts and roles in order to build our company. Every position is given to each person that are expert in that field.

We choose Negeri Sembilan to open our clay premise which is located at 340, Jalan Bandar Senawang 1, Pusat Bandar Senawang, 70450 Seremban, Negeri Sembilan. Toysrus, Taska Iman An-Nur and R.E.A.L Kids are our competitors which located not far away from our premise. All of them have their own strengths and weaknesses. For example, Toysrus provide high quality toys, Taska Iman An-Nur provide childcare service per day and R.E.A.L Kids also provide childcare service per day. However, their weaknesses are because of their expensive price for services or products and some of their staffs are not friendly.

To introduce our product to our beloved customers, we decided to prepare product strategies which includes brand, quality and packaging that attractive to customers. We used radio and Internet to promote our products. We also do promotions via social media platforms such as Instagram, Facebook or WhatsApp. We also used printed techniques to introduce our product that includes advertisements through flyers and banner. We also design and put an attractive metal frame signboard to attract more customers as people love to see something that are appealing to their eyes.

For our sales promotion we provide limited-time offers, free shipping and delivery, pack promotion and mystery offers to attract customers to buy our products. Limited-time offers drive a sense of urgency and scarcity of availability. This action can trigger consumers' fear-of-missing-out (FOMO). Customers also do not need to worry to spend more money on shipping and delivery as it is free. By doing pack promotion, customers have a choice to try our product for the first time. Mystery offers help to engage our prospects all year round because it can build on the suspense of a surprise offer for customers.

Our product is marketable. We believe that our business will be successful because we provide the best quality clays and the best childcare service centre. We will improve our products and services through times so that we will create a brand that is familiar among people in this country.

We believe that our product quality can reach target market and able to penetrate the global market.