



اَوْنِيُوْ سِيْتِي تِي كُونُو لُو كِي مَارَا
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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO (40%)

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EXECUTIVE SUMMARY

Hydration.ko is a venture that sells drinking containers such as tumblers and bottles with specified features. Unlike common drinking containers, all Hydration.ko's products are insulated and spill-proof but it differs in additional features depending on our line of production. Our line includes collapsible cups, changeable lids, digital thermometer and kettle-tumbler that can also be customized.

With the fast-paced and hectic life led by everyone today, they cannot afford to waste time taking a seat to finish, reheat or repack their drinks everyday. Instead of doing that, they would rather skip the essential morning coffee and rush to work or school. For some others, they find it hard to pack their drinks for a function or an event in risk of it spilling or causing inconvenience. Sometimes the purchase of a common drinking container does not improve their situation but makes it worse. As a result, those who carry their drinks around are faced with spills, leaks and changes of drink temperature.

Hydration.ko provides different types of drinking containers with different features for each troubled experience from customers. Users can choose either a tumbler type or a bottle type then pick a feature from the line we have innovated specifically from years of research and development, suitable for the problems they're facing with their usual drinking container. For example, if their target is to retain the drink's temperature, we will provide them with an insulated, stainless steel bottle to prevent and slow down the process of temperature changes. Customers can also purchase a container but paired with multiple features to solve various problem. Hydration.ko also offers a personalization and customization service.

Our competitive advantage allows customers to pick different kinds of bottle or tumbler lid according to their respective problems or they can pick one lid, consisting of three features; spill-proof, changeable straw hole and shaker, that solves multiple problems.

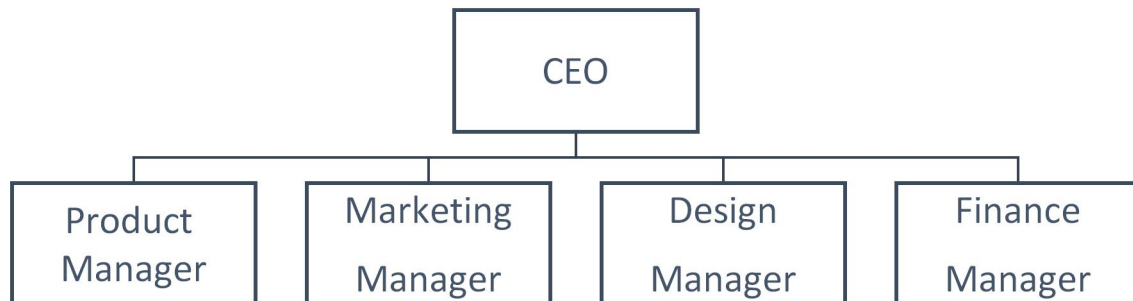
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INTRODUCTION OF BUSINESS

We pick the name Hydration.ko because it is closely related to our product as a drinking container. We want to introduce our customers to the culture of plain-water drinking for its health benefits while promoting sustainable lifestyle with our environment-friendly products. Hydration.ko is strategically located at Alam Jaya Commercial Centre in Puncak Alam. Due to its geographic and demographic factor, our products are relevant for the middle-class to upper-class with a fast-paced lifestyle living in the hot weather.

ORGANIZATIONAL CHART



Organizational chart plays an important role in determining and keeping track of task responsibilities in our small firm that can help it to run properly. Hydration.ko has the potential to gain customers even with a simple organizational chart structure. It helps our company to operate with less manpower because it is mostly handled online. Our product manager is responsible for determining a product's strategy and ideas that would be promoted into feature. Next, our team's marketing manager makes sure that