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**BUSINESS PLAN TITLE: BRAVELET ENTERPRISE**



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## TABLE OF CONTENTS

ACKNOWLEDGEMENT .....	3
1.0 EXECUTIVE SUMMARY .....	4
2.0 COMPANY PROFILE .....	6
2.1 COMPANY NAME AND LOGO .....	6
2.2 VISION AND MISSION .....	7
2.3 COMPANY BACKGROUND .....	7
3.0 ENVIRONMENTAL INDUSTRY ANALYSIS .....	8
3.1 NEEDS IN THE MARKET .....	8
3.2 PRODUCT .....	9
3.2.1 Differences Between Our Company and Current Market .....	9
3.2.2 Details of The Product .....	9
3.2.3 Product's Characteristics .....	12
3.3 MARKET SEGMENTS .....	13
3.4 INDUSTRY AND TRENDS .....	16
3.4.1 Description of Industry .....	17
3.4.2 Key Industry Players .....	18
3.5 TECHNOLOGY AND THE SPECIAL TO KNOW WHY .....	19
3.5.1 Technological Advantage .....	19
3.6 PRODUCTS IMPROVEMENT AND NEW PRODUCTS .....	21
4.0 DESCRIPTION OF VENTURE .....	23
4.1 THE DETAIL OF BRAV3LET .....	24
4.2 WHAT IS THE PROBLEM WILL BRAV3LET SOLVE? .....	25
4.3 WHAT IS THE VALUE PROPOSITION? .....	25
4.4 DEMONSTRABLE CUSTOMER DEMAND .....	25
4.5 THE EXISTING COMPETITION. ....	26
4.6 OUTLOOK/ BENCHMARKS/ TIMELINES. ....	26
5.0 MARKETING ANALYSIS AND COMPETITION .....	27
5.1 TARGET MARKET .....	27
5.2 ESTIMATED MARKET SIZE AND TRENDS .....	28
5.2.1 Estimate Market Size for a Year .....	29
5.3 ESTIMATED MARKET SHARE AND SALES .....	29
5.3.1 Market Share and Sales (Year 2022) .....	29
5.3.2 Market Share and Sales For 3 Years (2022-2024) .....	31
5.4 COMPETITION AND COMPETITIVE EDGES .....	31

5.4.1	Identifying Competitors .....	31
5.4.2	Discussion About Competitors.....	32
5.5	SALES FORECAST .....	33
5.6	MARKETING STRATEGY .....	34
5.6.1	Product.....	34
5.6.2	Pricing .....	36
5.6.3	Sales Tactics.....	36
5.6.4	Service and Warranty Policy .....	37
5.6.5	Advertising and Promotion.....	37
5.6.6	Distribution.....	39
5.7	SCHEDULE OF REMUNARATION .....	40
5.8	MARKETING BUDGET .....	40
6.0	OPERATIONS AND PRODUCTION PLAN .....	41
6.1	DEVELOPMENT OF THE BUSINESS .....	41
6.2	PRODUCTION PROCESS IN THE DETAILS.....	44
6.3	BUSINESS FACILITIES .....	46
6.4	BRAV3LET'S STAFF WORKERS .....	47
6.5	LIST OF BRAV3LET'S EQUIPMENT .....	48
6.5.1	List of Safety Equipment Needed .....	48
6.5.2	List of Physical Store Equipment Needed.....	48
7.0	ORGANIZATION PLAN.....	49
7.1	OWNERSHIP STRUCTURE .....	49
7.3	EXTERNAL RESOURCES AND SERVICES .....	54
7.4	HUMAN RESOURCES.....	55
8.0	FINANCIAL PLAN .....	56
8.1	START UP COST .....	56
8.2	WORKING CAPITAL.....	57
8.3	START-UP CAPITAL AND FINANCING .....	58
8.4	CASH FLOW STATEMENT .....	59
8.5	INCOME STATEMENT.....	61
8.6	BALANCE SHEET.....	62
9.0	PROJECT MILESTONES.....	63
10.0	CONCLUSION .....	64
11.0	REFERENCES.....	65
12.0	APPENDICES .....	66

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We hope that our effort is worth it by contributing a lot of marks towards getting a good grade in this Principles of Entrepreneurship subject. All of us have done our best to complete this project. Thank you.

## **1.0 EXECUTIVE SUMMARY**

Brav3let Enterprise is a company based in Kuala Lumpur that introduced a new multi-function bracelet. Our company provides a brand that offers a variety of multi-function bracelet designs for women and children. These bracelets can perform a variety of functions. While maintaining their sense of style, customers may avoid putting themselves or others in danger thanks to the design's integrated safety elements.

Engineers at Brav3let Enterprise are responsible for the design as well as the maintenance of the alarm, GPS, and laser. The users are able to guarantee their own safety at any moment and in any location if they make use of this apparatus. The alarm that has been programmed into this bracelet is used to frighten away a potential kidnapper or snatcher from the wearer, as well as to safeguard the safety of women and children. Especially when your children are out shopping by themselves or when women are waiting for a bus at a bus stop. In addition to this, the GPS tracker has been outfitted with a button that can be found on its back, which allows parents to find out where their children are located at any given time and place. This bracelet features a built-in laser that can be directed at the eyes of the kidnapper as well as any other person. Because of this, even a brief exposure to a direct or reflected laser can cause irreparable eye damage because the eyes are much more sensitive to light than the skin or the rest of the body.

Our company's aim and vision are to build a beautiful bracelet for safety, by inserting an alarm, a tracker, and a little torchlight beneath the brilliance of a diamond, and to guarantee the protection of both women and children. This will be our first product. Taking a more in-depth look at the events that are taking place in modern times, such as the rising number of cases of snatching or abduction, among other things. Women and children are typically the only victims in these types of situations. This is because of the vulnerable nature of women and children, which makes them easy targets for predators. As a result, we craft this bracelet to both forestall the occurrence of such incidents in the future and lessen their frequency in the present.

The location of Brav3let Enterprise, which can be found at G-064, Mid Valley Megamall, Lingkaran Syed Putra, Mid Valley City, 59200 Kuala Lumpur, is considered to be in the geographical centre of the city. As a result, the children, adolescents, and adult women who are 16 years of age or older and who attend school or live in the Kuala Lumpur area make up our primary target market. This position provides convenient access to public transportation, whether it be the MRT, LRT, or quick bus, and also, this location provides easy access to a major highway in Kuala Lumpur. This is a very strong corporate image in addition to having a very strategic position.

Brav3let Enterprise has five employees. The company has a strong emphasis on increasing operational efficiency, which in turn lowers the cost incurred each unit. For instance, it might investigate ways to reduce the number of employees, implement novel procedures, and enhance the effectiveness of the supply chain. The question of how much the product itself costs to manufacture rather than the product itself is the primary focus here. As a result, this can have the effect of lowering prices for end users, but it also maintaining their product quality. The majority of businesses who follow this strategy do so on the condition that they are able to fully capitalise on economies of scale. It is not so practical for small specialised markets, such as phone cases that are adorned with diamonds. Instead, this tactic is typically utilised in mass marketplaces like retail and food services.

The founders of Brav3let Enterprise each made a personal contribution to the business amounting to RM20,000, and they also took out a loan from the bank to support the operation. All of the donations from our partners as well as the loans from the bank are being used toward supporting our start-up business capital and costs. In addition, we intend to use the funds to purchase all the necessary equipment to run the firm.

In conclusion, we hope that our bracelet will be of benefit to anyone, particularly women and children who, due to their vulnerable nature, are more likely to be targeted by people who would like to kidnap or grab them. Because of the knowledge and experience of our staff, Brav3let is certain to enjoy satisfactory levels of revenue and profits throughout each year.

## 2.0 COMPANY PROFILE

### 2.1 COMPANY NAME AND LOGO



Brav3let was chosen as the name of our company because we believe that having a distinctive brand name will encourage customers to purchase our wares. The word "brave" connotes a person who is courageous, fearless, and possibly even a little bit bold; a person who is brave displays courage when confronted with perilous or challenging circumstances. Therefore, we combined the words "brave" and "bracelet" to come up with the name "Brav3let" so that whoever wears the bracelet will have the courage to deal with challenging circumstances. We are working on developing a product in the form of a bracelet that may serve multiple purposes for individuals, particularly women and children, so that they can better protect themselves.

Pink, the color of our company logo, conveys a sense of sweetness, niceness, playfulness, cuteness, romance, charm, femininity, and tenderness. Pink is also connected with flowers, bubble gum, babies, little girls, cotton candy, and other pleasant things. Pink is the color that symbolizes unconditional love, both for oneself and for other people. Because "Your safety matters" is our company's motto, you can be assured that Brav3let will be among the products on the market that help shield young women and children from potentially dangerous circumstances.

## 2.2 VISION AND MISSION

### Vision

To guarantee safety for Women and Kids.

### Mission

To create a beautiful bracelet for safety, by insert alarm, tracker, and mini torchlight behind the sparkle of diamond

## 2.3 COMPANY BACKGROUND

NAME OF THE BUSINESS	BRAV3LET
Business Address	G-064, Mid Valley Megamall, Lingkaran Syed Putra, Mid Valley City, 59200 Kuala Lumpur.
Correspondence Address	G-064, Mid Valley Megamall, Lingkaran Syed Putra, Mid Valley City, 59200 Kuala Lumpur.
Website	www.brav3let.com
Email	brav3let@gmail.com
Telephone Number	
Fax Number	03-7955723
Form of Business	Partnership
Main activity	Produce multi-function bracelet
Date of Commencement	1 July 2021
Date of Registration	1 June 2021
Registration Number	00781731-A
Name of Bank	CIMB Berhad
Account Number	



### **3.0 ENVIRONMENTAL INDUSTRY ANALYSIS**

#### **3.1 NEEDS IN THE MARKET**

The world community must take action to defend the rights of vulnerable women and children from the brutality of sexual harassment, abuse, and criminality. Violence and prejudice may ruin women's lives and prevent them from fully participating in the workplace, society, and economy. 1/3, or about 35% of women, as estimated by the World Health Organization (WHO), have suffered from physical or sexual violence in their lifetime. This is the key reason why our business, Brav3let Enterprise, takes action to enhance women's rights and safety in communities by manufacturing safety items for them.

Besides common things that have always been used by women and children, such as pepper spray or whistles, we provide a 2 in 1 product that can be a useful guard. Brav3let Enterprise produces many designs and shapes of bracelets that have been equipped with hidden tools such as GPS trackers, alarms, and lasers. We are aware that people right now, especially women, are very much concerned with appearance and personal beauty, such as displaying jewellery on their bodies. Children are no exception, because parents love to see their children wearing jewellery such as bracelets and gold chains. Therefore, we put safety features in our products so that this group can go out with a feeling of safety.

If they are in a dangerous situation, such as being harassed by a bad man, they can sometimes be shocked and lose their voice to ask for help. So, they just need to be on high alert in order to attract people around them to help or attack dangerous people by lasering into their eyes. Hence, the 5 second chance can be used to flee from dangerous people. We are emphasising women's safety in their workplaces and everywhere they go. The goal is to adopt policies and practises that people believe in, with a focus on tackling detrimental social and cultural norms and behaviours that put women at danger. This is a moral commitment, and we understand how important it is for our company to preserve the trust and reputation we strive for.

## **3.2 PRODUCT**

### **3.2.1 Differences Between Our Company and Current Market**

Brav3let Enterprise was established on the belief that we can protect women and children's safety whenever they go by wearing fashionable and trending jewellery. Usually, jewellery shops only focus on how to improve the design and pattern by using quality imported gems and statistics of what people demand. Meanwhile, for Brav3let Enterprise, we consider all the terms and are the first company to develop a 2 in 1 bracelet that functions in safety and fashion. We also make it based on the most popular and trendy bracelets in the world, such as the Cartier Love, Celine Knot, Hermes Bracelet, and so on, to attract people to wear and purchase it. All of them are equipped with 3 mandatory features, which are GPS tracker, alarm, and laser to protect their owner. This makes Brav3let Enterprise the difference between other jewellery shops in the current market.

### **3.2.2 Details of The Product**

Brav3let is a combination of "brave" and "bracelet" words that indicates that whoever wears this bracelet has the strength and courage to protect themselves from the criminals out there. Moreover, women nowadays are independent and prefer to do anything by themselves, including going on trips and sight-seeing alone. As long as a person wears this bracelet, a person does not have to worry anymore since it can act as their loyal guard as long as it stays on their wrist.

Every product has its own set of benefits and advantages, and our products are no exception. Our product is likely to be a guardian for women and kids. It is useful in tracking their movement, such as being used by kids' parents in tracking where their children have been lost in a shopping mall. Although it is quite elegant for customers, we can still provide the items at an affordable price to let everyone experience using them, as we know it is an important thing to have in this day. Next, as we prioritise fashion, we have designed it with various top designs, and it can stay for 2 years minimum if the users use it properly.

Brav3let products are launching with unique features that cannot be found in other products in the market. All the safety features have been installed in this jewellery. However, there are also other additional features that can be gotten, such as sensor detection, panic button, torch light, and instant contact. Our customers can also request what types, designs, and security they want to install based on terms and conditions provided.

Any of the products in this world will have ups and downs, and so it is with our products. The customers might need time to learn to use those features in an emergency. They can also make mistakes, such as pointing a laser in the wrong direction and inflicting injury on innocent people or oneself. Our products are guaranteed to be durable for at least 2 years, but if not taken care of properly, such as always exposing them to rain and heat, they will cause damage to the bracelet. In fact, it is possible for customers who are allergic to wear bracelets on their wrists as long as they have sensitive skin. Therefore, the response to this product will be slightly affected and risky for our company.

To clarify our state of development of the product, we started our Brav3let with only RM20,000 capital by renting one lot at Mid Valley, Kuala Lumpur. We try to plan and design it repeatedly until the process is approved and acceptable by research and development (R&D) to proceed. At first, we tried to produce it for the local area until finally the Brav3let product brought in a profit of over 20,000 in a month. Our financial situation stabilised within 3 months from March until May 2022 and finally, armed with the capital, we expanded our branches to Sunway Putra Mall, Pavillion, Aeon, and Mydin malls in the Kuala Lumpur. Next, we will plan to expand the empire to the whole of peninsular Malaysia and decide to land in Sabah and Sarawak next year. However, we need to ensure that our product can keep customer's trust and acceptance by the locals before continuing the marketing towards bigger communities or buyers, which includes the East of Malaysia. We try to market it nationwide and increase the number of workers in marketing and factory fields to ease the process. If our product was well accepted by Malaysia, we would try to break into markets like Indonesia and Thailand to sell our product.

At first, our company invested roughly RM5,000 per product. This includes the Brav3let's materials, tools, and equipment, security tools, packaging boxes and bags that we designed. We also invested RM10,000 to pay the worker and expenses that incurred during the process of producing this product.

Overall, we need about six months starting from July until the end of December to do analysis and keep testing our products and operation finalist before coming up with the true product. We do a lot of research and make connections with 3 experts and professionals from the country and abroad to make the most fashionable and secure bracelet. Throughout the process, there have always been ups and downs, especially in manufacturing parts, as it causes a lot of drawbacks and modals. In September 2021, we are finally able to release our first practical model, which was first tested at the research and development division. With this success, we are inspired to constantly improve and enhance our creativity in producing bracelets, and so far, we have more than 100 types of bracelets. We introduce our product through different medium and platform such as social media, advertisement including internet and board, and also mass media to reach customers.

The competitive advantage that customers require changes with the passage of time. People's demand is always varied and follows the trends. However, our bracelet demand never goes away because it is a need and no longer a want in the world nowadays. In order to retain and keep our current customers, our business must constantly adapt to meet the changing requirements. We need to constantly introduce new features and designs to our product to keep existing customers satisfied with our product. We also planned to make other jewellery such as necklaces and earrings equipped with safety features. But the thing is, we need a lot of time to suit the features of the next products. The next step is to always improve our present product with newer and updated materials in order to maintain our current market share.

### 3.2.3 Product's Characteristics

PRODUCT'S TERM	DESCRIPTIONS
Features	<ul style="list-style-type: none"><li>✓ Global Policy and Strategy Tracker (GPS)</li><li>✓ Alarm</li><li>✓ Laser</li></ul>
Benefits	<ul style="list-style-type: none"><li>✓ Good protection</li><li>✓ Fashionable</li><li>✓ Track the user's location at anytime and anywhere</li><li>✓ Alarm's sound can scare the attackers</li><li>✓ Attract people's attention if in danger situation</li><li>✓ Laser can attack kidnapper's eyes</li><li>✓ Can be get in affordable prices</li><li>✓ Durable product (2 years minimum)</li><li>✓ Waterproof</li><li>✓ Packaging</li></ul>

*Table 1: Product's Characteristics*

### 3.3 MARKET SEGMENTS

Market analysis is a phase in which the firm can give confirmation that there is a market niche that it can exploit. This study serves as the cornerstone for our marketing and sales strategy. This research is aimed at assessing the business's market, anticipating its growth, and identifying strategies to improve market share and enter new markets. Target market, market size, competition, sales forecasts, market share, and marketing strategy should all be considered in a market analysis. For our business, we have identified a certain target market that uses and requires bracelets today.

#### Segmentation By:

<b>Product Type</b>	Diamond
	Gold
	Platinum
	Silver
<b>End Users/ Applications</b>	Decoration
	Application
<b>Geography</b>	Kuala Lumpur's Area
	- Mid Valley Megamall (base)
	- Sunway Putra Mall
	- Pavillion
	- Aeon
	- Mydin

*Table 2: Product's Segmentation*

#### i) Psychographic Segmentation

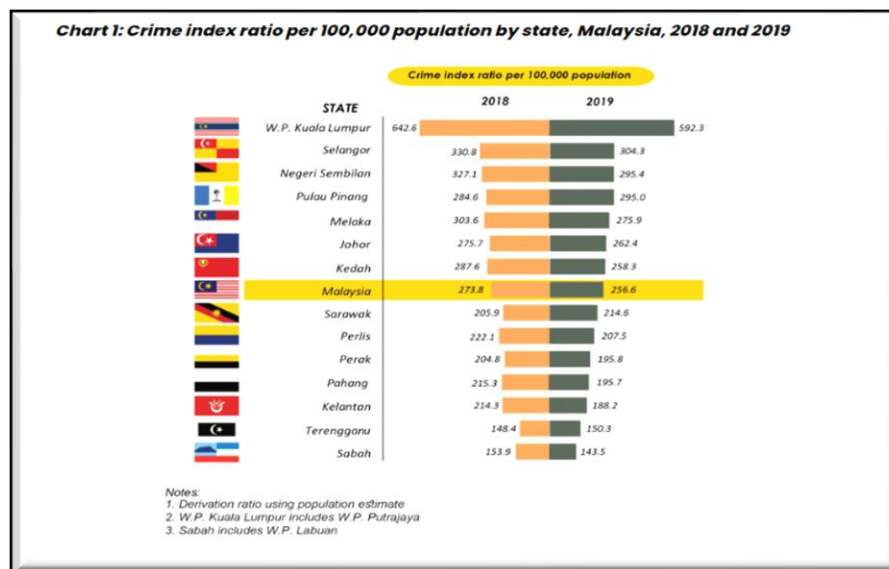
This psychographic sector is defining consumers' lifestyles. This element considers certain behaviours that might impact purchase actions, attitudes, and customer expectations. According to our results, premium jewellery is a luxury item that attracts people in the upper class who have a high-income level and purchasing power. So, we decided to make this bracelet affordable and to have it in every income level class. The 3 and more safety features with high quality and premium design are usually made for wealthy people, who come from the first class. Next, the person who comes from a middle or lower income can try the regular bracelet that has the 3 mandatory safety features in a few designs. However, if they want to make a request, such as decorating their name on it or just putting the features that they want, the price can be charged at an expensive price. Our products are targeted at women and children as we prioritise their safety, and the designs have been developed according to the desires of this group.

#### ii) Behavioural Segmentation

This segmentation is based on behavioural patterns, or how consumers respond while interacting with the business. In behavioural segmentation, the business considers what consumers like and hate, as well as their perceptions regarding our product and service offerings. Surprisingly, behavioural segmentation is inextricably linked to other types of market segmentation. This is due to the fact that consumer behaviour can be impacted by characteristics such as race, ethnicity, level of education, marital status, or employment position. For example, we identified customers who would repurchase and establish brand loyalty. The majority of buyers are successful working women who live far away from their families and need to be self-sufficient. Besides, our customers seem to love wearing a bracelet with a simple design because it makes them feel comfortable and not too attractive.

### iii) Geographic Segmentation

Geographic segmentation is the process of categorising or grouping our consumers depending on their geography. Aside from physical geography, this market segmentation divides buyers into groups based on geographical factors such as climate, population, food habits, and clothing. Based on our findings, we can say that our geographic segmentation is focused on location. Kuala Lumpur as our base is exposed to many social problems, including harassment from malicious men. There are many dangerous situations that can happen in areas of Kuala Lumpur, so people tend to use this safety bracelet as their safety need in their daily life. Below shows the crime statistics taken from Department of Statistics Malaysia and it is proved that Kuala Lumpur is the country which received the highest ratio that reached 592.3% crime index in 2019. The crime occurs including, rape, robbery, causing injury, and theft.



*Figure 1: Crime Index by State, Malaysia, 2018 and 2019*



### **3.4 INDUSTRY AND TRENDS**

Brav3let Enterprise is focusing on development and innovation as our company is considered a producer of not just a regular bracelet, but also a safety item that can be carried anywhere. Nowadays, the fashion industry is getting more attention from people, especially women. Therefore, in order to compete and remain in this business, Brav3let Enterprise must differentiate and offer a product that is unique and distinctive. Customers would want to know the differences between our product and those of other companies because they are going to compare our product with others in different aspects. Therefore, our quality must be maintained or improved to gain loyalty from customers.

One of the key elements influencing global demand for beautiful and complex jewellery is individuals' rising buying power. Furthermore, in response to the growing rapid fashion trend, some producers are selling fashion jewellery consisting of plated metals and crystal stones through online platforms. Therefore, Brav3let Enterprise decided to import some materials to improve the manufacturing development. Our business also focuses on digital marketing to convey information about our products, increase brand awareness among individuals, and preserve long-term connections with existing customers. In addition, numerous foreign retail organisations are purchasing local brands in order to access a larger consumer base and increase our market share. Furthermore, Brav3let Enterprise is gaining popularity in select nations such as Kuala Lumpur and Selangor as an ideal kind of investment that may be used in the future in the event of inflation, market collapse, or bankruptcy. Because of the development of coronavirus disease (COVID-19) and government lockdowns in numerous countries, investments in Brav3let Enterprise are expanding in order to withstand shifting market circumstances.

After considering that the hazards of COVID-19 will persist and that another problem may appear, we expect that our business will grow in the future because new inventions and development will help people become aware of the danger and take safety actions. Our product focuses more on women and children as they need this product the most to ensure their safety. We are also planning to create more design and safety features for our Brav3let products in the future. This will give us an advantage in making sure that our products are the first product development and can last a long time, which will make Brav3let Enterprise become word-of-mouth and famous in the beauty industry.

### **3.4.1 Description of Industry**

Brav3let Enterprise is a jewellery business that consists of four industrial structures, which are administration, marketing, financial, and production structures. Every department is conducted by the General Manager, who is responsible for managing all kinds of things from the start until the end. For each product release, we will begin by planning and allocating budget for each department. Our business size is medium since we are just starting our business. However, we are always striving to be a big company that is well known among consumers. The major factors affecting our market's growth are supply, demand, and consumer expectations. If the demand from consumers keeps increasing, it is good for our business, and we can supply our products based on the demand. However, if the demand decreases, it will be a problem for Brav3let Enterprise because it affects the business, and the production will become slower. Consumer expectation is also one of the factors that affects our market growth. It is not easy to meet every customer's demand, but our company is always trying to meet and satisfy our customers' expectations. Brav3let Enterprise will continue to improve over time.

Although quite new, our company has quite a number of competitors, such as Pandora and Swarovski. All the listed companies have been in the beauty industry for quite a long time. They have quite the experience, so they should know by now what the consumers' demands are. Brav3let Enterprise approaches consumers by distributing questionnaires to consumers to help in improving the quality of our bracelet. Our company has a strong competitive environment. Our market shares will drop if there is a new entry. For now, our market share is 10%. Even though there will be new entrants in this industry, we hope that our market shares will remain constant. Our business also uses MYOB software to key in all the data related to the business. That software is an accounting software that can perform many tasks, such as producing financial statements, keeping track of our inventories, and other tasks related to accounting.

### 3.4.2 Key Industry Players

Although quite new, our company has quite a number of competitors such as Pandora and Chanel. All the listed companies below have been in the jewellery industry for quite a long time. They have quite the experience, so they should know by now what the consumers' demands are. Brav3let Enterprise is focusing on improving the aesthetics and design of jewellery items to fulfil the ever-changing demands and wishes of consumers, and this is expected to have a favourable influence on the market. For example, our organization intends to update, be stylish, safe, and always enhance its design process. We also have some strategies to help improve our products by distributing some surveys and questionnaires.

<b>List of Key Players</b>	Chloé
	Chanel
	Pandora
	Cartier
	Swarovski
	Tiffany & Co.
	Dior

*Table 3: List of Key Players*

The jewellery sector is highly competitive in the market due to the presence of several prominent rivals. The majority of jewellery manufacturers, including Brav3let Enterprise, are pursuing many inorganic growth tactics, such as acquisitions, mergers, and regional development, in order to improve our market share and get a competitive advantage.

### **3.5 TECHNOLOGY AND THE SPECIAL TO KNOW WHY**

Technology is the practical application of scientific knowledge, whether in industry or in daily life. Technology nowadays has literally made a huge difference to our lives in order to ease our lives. As mentioned before, we at Brav3let Enterprise highly prioritise the use of technology in production. We use this technology to create or to do some innovation in order to fulfil the needs of our customers' daily lives. We generated this idea among our partners and came up with a product that you can secure yourself with a bracelet.

As we come up with the idea, we already know this product will have to compete with jewellery competitors such as Pandora and Swarovski. These two shops are very familiar and are becoming the top companies in Malaysia. We are still doing this because we truly believe that our product has its own specialty, including safety features that other product do not have, and it shows our uniqueness. We believe that people prefer our product as it is more beneficial instead of being a part of their fashion appearance. The quality and price that we offer are also reasonable and affordable since they are needed things for women and children.

#### **3.5.1 Technological Advantage**

As the need for "instant fashion" and budget shopping develops, customers are becoming more drawn to knock-offs. This trend has also gained hold in the jewellery industry, where duplicating iconic designs is a regular issue for jewellery designers. This is where Intellectual Property (IP) comes into play, assisting in the protection of unique jewellery designs. Intellectual property rights are the rights granted to individuals over their mental products. There are three forms of intellectual property that all businesses must master from the beginning. It is called patents, trademarks, and copyrights, and all of these items will be used to protect our business.

#### i) Patent

The most essential thing that any firm must do is obtain a patent to specify a dynamic behaviour that occurs repeatedly and is utilised to improve a business model. We can use the Brav3let pattern to produce for people the brands and products we offer. We also design many patterns and types of exclusive bracelets in order to make our brands grow faster and beat the competitors. that want to start a business. We also conduct research and observation of other competitors before developing our own products that have added innovation and creativity elements. This is because, by patenting our product, we can make our product an official product that has exclusive rights and makes it easy for us to make partnerships with other jewellery or any interested brands to optimise our marketing and brand presence around the world.

#### ii) Trademark

A trademark is a sort of intellectual property that consists of a distinct symbol, design, or expression that distinguishes our products. As in Brav3let Enterprise, we are the businesses that provide safety for people. Therefore, our trademark is "Your Safety Matters," which means that our products can be people's guardians as they wear the bracelet everywhere that they go. Since we have established and registered our own trademark, we can take action if an irresponsible party attempts to use our brand or sell it without our permission. Hence, we can protect our business from illegal action.

#### iii) Copyright

The exclusive right granted to the creator of a creative work to duplicate the work, generally for a limited period, is known as copyright. The existence of copyright protects our designs and stops others from using them without our permission. To prevent the copyright problems that occur in our company, we create our own patterns and always hold discussions 3 times a week to generate new ideas in order to produce brand new looks and features. We also create a strict law to prevent our workers from copying others' businesses or exposing the work's plan to other members of the business. This will allow us to focus more on producing our products without worrying about the other competitors, as they will not sell or produce the same thing as we do. This can also lead to better performance for our company.

### 3.6 PRODUCTS IMPROVEMENT AND NEW PRODUCTS

#### i) Costs

We will try to increase the efficiency of our workers over the next two years by raising their wages and sending them through proper training so that we can increase the production of our bracelet. We will also buy the materials such as beads, metal, beading wire, and clasps in larger quantities as it will reduce our costs. As we buy these items in bulk, we will get the item at a lower price. Besides, we will buy a few machines and hire only 2 or 3 professional workers in production to increase our production for a day.

#### ii) Time Frame

	START DAY	END DATE
Project Kick-Off	3 June 2021	30 June 2021
Business Requirement	5 June 2021	30 June 2021
Product Customization	2 July 2021	15 July 2021
Completion of Design and Development	16 July 2021	1 August 2021
Ordering of Materials in Production Quantities	10 June 2021	1 December 2021
Starting of Production or Operations	1 July 2021	1 January 2022
First Release	3 January 2022	5 January 2022

*Table 4: Time Frame*

In another 2 years, Brav3let Enterprise will be more focused on trying to come up with a new jewellery product such as a necklace and earrings. This is because, by inventing a new product, you can attract more customers. Thus, this will also help us in gaining profits and increasing sales. When the invention of the new products succeeds, we can then start selling in the next year.

### iii) Resources Requirement

To carry out our plan of inventing a new product, we will need to purchase a new material based on the design and product that we have decided to produce. After that, we will need to buy a new development machine for those that are used in deburring, polishing, cutting, shaping, and smoothening as the quality at the end is better than with the old ones. We will also need to hire a new professional and experienced worker as we will need someone to operate the new machines to produce the new product and design it as planned.

### iv) Design and product development stages.

In the future, we will try to improve our packaging, such as making more specialties on certain boxes, focusing on special events and only using premium and exclusive packaging to attract more buyers. Next, we will also add a special material to improve our product, such as using imported diamonds and quality pearls. We will add some more beneficial features depending on people's demand to ensure our product meets their needs. The General Manager and the Operational Manager will work on the packaging design and will try to make a prototype to test it first before releasing it to the industry.

#### **4.0 DESCRIPTION OF VENTURE**

Brav3let is a brand that provides a bundle of multi-function bracelet designs for women and kids. The design was made with safety features that can protect the customers from harm while they stay fashionable. The alarm, GPS, and laser have been designed and maintained by Brav3let engineers to ensure the user's safety anywhere and anytime. The alarm that has been set off in this bracelet is used to scare the attackers and attract attention from people around especially when your kids or women go out alone. Moreover, the GPS tracker has also been set with a small button behind for acquaintances to know where the latest locations are anywhere and anytime. This bracelet is also equipped with a laser that may be fired at the kidnapper or anyone else's eyes. For this reason, direct or reflected lasers can inflict irreversible eye damage with a single glimpse, as the eyes are far more sensitive to light. Taking a closer look at things that are happening nowadays, which is the case of snatch or abductor, or others, was high. Most of these cases usually involve women and children only because they are easily targeted due to their weak nature. So, we made this bracelet to avoid this case happening again and also reduce this case in the future.

As technology advances, Brav3let's long-term plan is to focus on safety while prioritising fashion. Because of our affordable prices and for the safety of our products, we intend to see Brav3let on every woman and child soon. "Take Me Home" is an online-based retail company that sells high-quality clothes. Our company caters to consumers of all genders, including teenagers and young adults. We want to keep our standard and product quality by using high-quality materials and using high-tech printers for the t-shirt. The price of our product is very reasonable and affordable for all age groups of customers. We want to build trust in local products because local products have their own perception. We make sure that the materials used for our goods are of high quality and not the cheap ones that are commonly bought in bulk.

Brav3let Enterprise provides a wide range of multi-function bracelet designs called Brav3let for both women and children. A safety feature has been built into the design to protect customers from harm and keep them looking fashionable at the same time. By creating the product, we have already facilitated research and development, which is what we want to focus on, what people really need, and what is beneficial to the entire society.



#### 4.1 THE DETAIL OF BRAV3LET





Item	Primary Use	Benefit	Unique Features
<p>The Brav3let</p> 	To ensure the safety of the person who wear it as well as being fashionable.	The user will be safe whenever they went out without worrying about the unfortune events.	Designed with three features which are an alarm, a GPS tracker and also a pair of lasers.
<p>An Alarm</p> 	To make a loud beep sound when pressing the button.	An alarm that has been set on this bracelet can be used to scare attackers and attract attention from bystanders.	The alarm will go off as long as the button is pressed again.
<p>A GPS Tracker</p> 	To track the location of the bracelet's owner.	The GPS tracker is equipped with a small button that lets acquaintances know where the owner of the device is at all times.	The GPS will be active as long as there is a skin touch with the bracelet.
<p>A pair of lasers</p> 	Aiming at the attackers to try to inflict eye.	Since the eyes are considerably more sensitive to light than the rest of the body, lasers either emitted directly or reflected can cause irreversible eye damage.	It only make the eyes feel numb for approximately 5 minutes and not causing serious injuries.

Table 5: The Detail of Brav3let

## **4.2 WHAT IS THE PROBLEM WILL BRAV3LET SOLVE?**

In the modern world, the majority of snatchings and abductions that are reported usually involve women and children due to their weak personalities, which make them easy targets. This bracelet is meant to prevent a situation like this from happening in the future, as well as to make it less likely to occur. Keeping pace with technology, Brav3let plans to prioritise safety while preserving its fashion focus.

## **4.3 WHAT IS THE VALUE PROPOSITION?**

As part of Brav3let Enterprise's value proposition, there are features that enable people to feel safe in public. Moreover, with Brav3let, someone can alert their family or friends where they are in case of an emergency. With Brav3let, people can find what they need, want, and desire today, while the unique design makes it feel fashionable and worth investing in and using in the future. In spite of that, since people want to buy products that can make their lives easier on a daily, weekly, and monthly basis, this feature could become a major competitor.

## **4.4 DEMONSTRABLE CUSTOMER DEMAND**

Demand for goods and services is increasing on a daily, monthly, and annual basis these days. School students, travellers, workers, and even housewives appear to prefer spending time alone to relax rather than performing tasks for others. This is seen as a way to reduce stress and restore energy. Despite that, we hear the news nearly every day about missing people or people who have been robbed, particularly women and children. So here is the reasoning behind Brav3let's existence with some product innovation.

#### **4.5 THE EXISTING COMPETITION.**

Because this concept is still novel and fresh in the market, there is no existing competition for Brav3let. However, there are also some companies that produce safety products that have similar features to Brav3let and sell them on e-commerce platforms such as Shopee and Lazada. One of them is Safelet, which sells a safety bracelet that includes GPS features. Meanwhile, Sabre is one of the most popular companies that designs alarm keychains. However, Brav3let is the only product that combines all of the safety features in a single package. Every company looks to its competitors for ideas on how to compete with what they have already created. To ensure that our customers are satisfied with our services, we must always stay ahead of the competition and be innovative.

#### **4.6 OUTLOOK/ BENCHMARKS/ TIMELINES.**

A safety product is desperately needed now and in the future. The Director of the Bukit Aman Criminal Investigation Department, Abd Jalil Hassan, said that a total of 1,509 children have been reported missing between 2020 and February 2022, which is something to be worried about. Brav3let has already taken advantage of this opportunity to create something long-term and beneficial to others. Furthermore, Brav3let Enterprise always conducts benchmarks, which compare the performance of one company to another, as well as industries within the same field. This helps the team come up with more effective solutions and creative ideas.

## **5.0     MARKETING ANALYSIS AND COMPETITION**

### **5.1     TARGET MARKET**

As Brav3let is still considered a new growing business as it just started operating, February 20, 2022, indicating less than four months of operation. Brav3let is situated in an ideal location, which is at G-064, Mid Valley Megamall, Lingkaran Syed Putra, Mid Valley City, 59200 Kuala Lumpur, which is considered to be in the geographical centre of the city. Thus, Brav3let's target markets are the nearby women (estimated age between 18 until 45 years old) and students, such as those from Meritus University, as their university is located nearby.

Since Brav3let's main goal is to provide a refreshing new line of product that give ease for the use of all walks of life, the location of our HQ makes easily accessible for our target market. Between Subang Jaya, Ampang Jaya and Kota Damansara, this industrial zone is conveniently positioned. The area has a lot of parks that popularly visit by people such as Perdana Botanical Gardens, Shah Alam Lake Gardens, Titiwangsa Lake Gardens and TTDI Park. The outstanding connectivity to the entire Klang Valley, as well as the amenities surrounding it, are what make this industrial park popular among people that want to have a leisure time. Thus, Brav3let targets adults women age between 25 to 50 years old and kids or underage since they are likely to hang out with friends or alone which most likely they will purchase Brav3let since it can make them feel safe and secure. Same goes with target market of students or children in the nearby neighbourhood and universities.

The company believes that its ability to sustain itself can be achieved by focusing on such target markets. They are able to dominate Kuala Lumpur and Selangor's markets because they face no nearby competition. Also, Brav3let operates as an online business, utilising the fact that the majority may prefer to be at home due to being cautious of the COVID-19 pandemic in the early months of 2022 and is often looking for alternatives to online shopping. Locally, Brav3let does not have any competitors, so the brand is able to lead the market.

## 5.2 ESTIMATED MARKET SIZE AND TRENDS

Target Market	No of Population	Potential Customer	No- of Potential Customer
Women	30,500	65%	19,825
Underage / Kids	19,500	35%	6,825
<b>TOTAL</b>			<b>26,650</b>

*Table 6: Estimated Market Size and Trends*

In marketing, a target market refers to a type of customer or consumer with similar characteristics that one company or organisation is attempting to entice through the supply of their products. Within Brav3let Enterprise's ideal location, there are two key market segments. Women that live near Kuala Lumpur and Selangor, which make up the first part of our targeted market. Within the region, there are also universities such as Kuala Lumpur University and Tunku Abdul Rahman University of Management and Technology, which contribute to our first targeted market. Besides, there are a lot of schools nearby, such as Sekolah Kebangsaan Seri Setia and SMK Bandar Tasik Selatan, which leads to the students being the second part of Brav3let's target market. Women and kids may benefit from purchasing a Brav3let as they can freely go out and enjoy their leisure time without being afraid of strangers.

Meanwhile, for the potential repeat-purchase volumes, as Brav3let may last for years, customers may still repeat their purchases since, for example, the students would want to gift it to their friends. The same goes with moms that find Brav3let beneficial to their kids. The Brav3let Enterprise shop is readily accessible to customers since we sell them there as well, so they can pick up their Brav3let there since they are close to their current location. Customers can also take public transportation to get to our locations safely, and our customer service team will provide top-notch support to ensure they will get a great experience from us.

### 5.2.1 Estimate Market Size for a Year

A woman and kid will buy Brav3let once in two years and will repeat to buy it to their acquaintance.

Target market	No. of Potential Customer	Estimated of the Product Buying		
		Quantity / Year	RM/Unit	Total (RM)
Working Adults	19,825	19,825	100.00	19,825 x RM 100 = RM1,982,500
Students	6,825	6,825	100.00	6,825 x RM 100 = RM682,500
Total Market Size	26,650	26,650		RM2,665,000

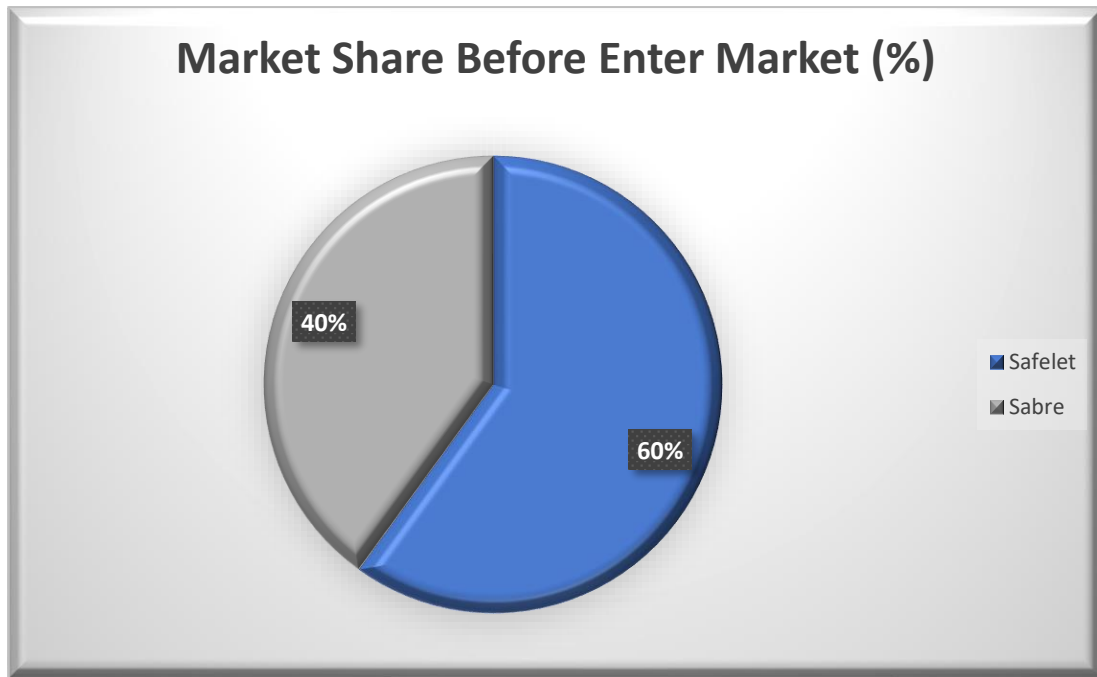
Table 7: Estimate Market Size for a Year

## 5.3 ESTIMATED MARKET SHARE AND SALES

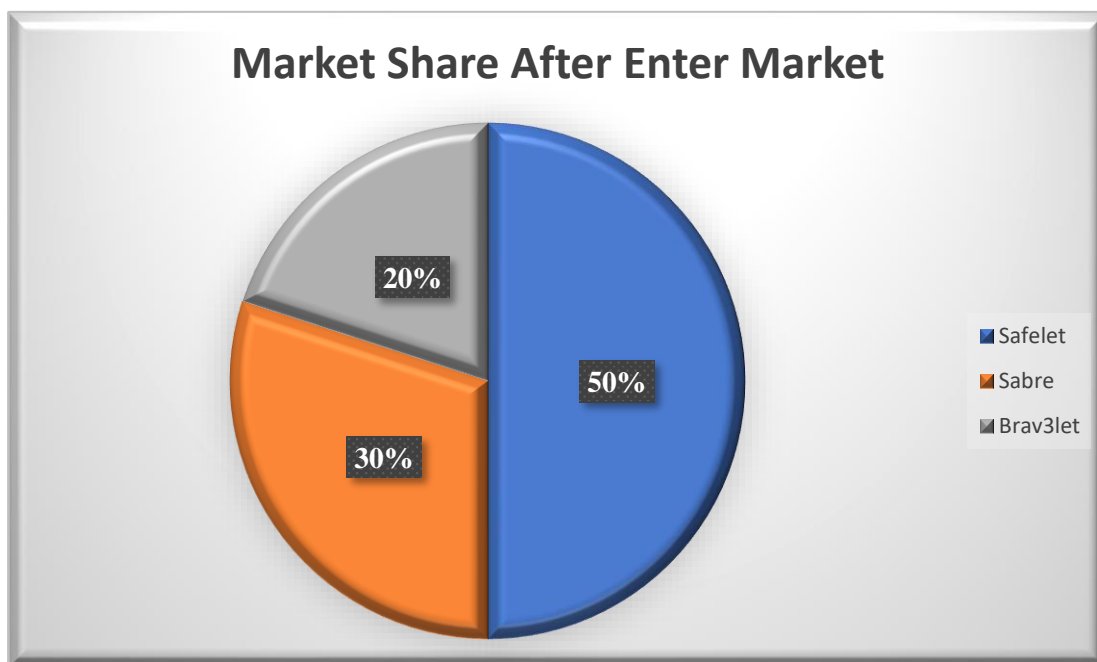
### 5.3.1 Market Share and Sales (Year 2022)

Competitors	Market Share and Sales					
	Before			After		
	%	Unit/Year	RM/Year	%	Unit/Year	RM/Year
Safelet	60	15,990	1,599,000	50	13,325	1,332,500
Sabre	40	10,660	1,066,000	30	7,995	799,500
Brav3let	0			<b>20</b>	<b>5,330</b>	<b>533,000</b>
		<b>26,650</b>	<b>RM2,665,000</b>		<b>26,650</b>	<b>RM2,665,000</b>

Table 8: Market Share and Sales (Year 2022)



*Figure 2: Market Share Before Enter Market*



*Figure 3: Market Share After Enter Market*

### 5.3.2 Market Share and Sales For 3 Years (2022-2024)

PRODUCT / SERVICE MARKET SHARE AND SALES			
	Year		
	2022	2023	2024
Market Share (%)	20	30	40
Total Sales in Units	5,330	$30/100 \times 26,650$ = 7,995	$40/100 \times 26,650$ = 10,660
Total Sales in RM	533,000	$30/100 \times 2,665,000$ = 799,500	$40/100 \times 2,665,000$ = 1,066,000

Table 9: Market Share and Sales For 3 Years (2022-2024)

## 5.4 COMPETITION AND COMPETITIVE EDGES

### 5.4.1 Identifying Competitors

COMPETITORS	STRENGTHS	WEAKNESS
<b>SAFELET</b>	<ul style="list-style-type: none"><li>❖ Have GPS that can track</li><li>❖ Cheaper</li><li>❖ Superior in these business sectors</li></ul>	<ul style="list-style-type: none"><li>❖ Less quality</li><li>❖ Having less attractive packaging</li></ul>
<b>SABRE</b>	<ul style="list-style-type: none"><li>❖ Have personal alarm keychain</li><li>❖ Recognizable name brand</li><li>❖ Have loyal customers</li></ul>	<ul style="list-style-type: none"><li>❖ Expensive</li><li>❖ Only for adults sizing</li></ul>

Table 10: List of Competition and Competitive Edges



### **5.4.2 Discussion About Competitors**

Following an analysis of their competition based on a number of different criteria, Brav3let Enterprise has identified two businesses as their primary competitors. Safelet is the company that poses the greatest threat to our businesses. This is due to the fact that Safelet give their clients lower prices when compared to the competition in the market. In addition to that, this company has been active in this industry for a longer period of time than any of the other companies. Because the price of the products is typically the first factor that influences a customer's purchasing decision, this is their greatest advantage when it comes to attracting new customers. This company's packaging is less convincing or attractive because it does not use unique color or box and does not include the address of the company anywhere on the box. This is one of the company's flaws. Aside from that, we believe that they produce their product using low-quality components so that they may offer it at a lower price in comparison to the pricing of similar products on the market.

Next, the fact that they have such devoted clients is one of Sabre's greatest strengths. This can be demonstrated by the fact that their sales remain stable year after year. This can also be demonstrated by the evaluations written by influential people who frequently state that they consistently buy those brands. This includes a well-known brand such as Sabre, which is demonstrable by the research that was conducted on our competitors as part of our analysis. This particular brand is more expensive than comparable products on the market due to the shortcomings of their products. This results in a decrease in the number of new customers who purchase the products since the high price causes them to have second thoughts. In addition, in contrast to Brav3let Enterprise, they do not create bracelets that have kids' sizing. This is because they only focus on selling their products to women or adults.

## 5.5 SALES FORECAST

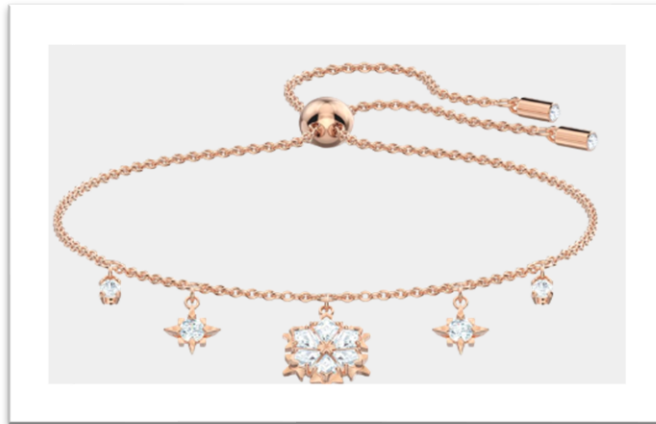
	Sales Forecast for Brav3let Year 2022	
Month	Sales Collection (Units)	Sales Collection (RM)
January	250	25,000
February	250	25,000
March	250	25,000
April	250	25,000
May	250	25,000
June	250	25,000
July	250	25,000
August	250	25,000
September	250	25,000
October	250	25,000
November	250	25,000
December	250	25,000
<b>TOTAL</b>	<b>3,000</b>	<b>300,000</b>

*Table 11: Sales Forecast for Brav3let for the Year 2022*

The table above shows the sales forecast for Brav3let which amounted 250 units in a month that contribute to RM25,000 sales per month. Hence, the accumulates units sold in a year is 3,000 units with RM300,000 sales per year.

## 5.6 MARKETING STRATEGY

### 5.6.1 Product



*Figure 4: The Brav3let*

The Brav3let is designed with safety features that keep customers safe while staying fashionable. Our team has designed and maintained the alarm, GPS, and laser to ensure the safety of our users. An alarm feature on this bracelet will emit a loud beeping noise to scare off attackers and attract the attention of nearby people. Additionally, the GPS tracker allows acquaintances to keep track of the location of the bracelet's owner at any time. It also features a laser that could be fired at the kidnapper or anyone else. In light of the things happening today, the chances of snatching, abductions, and others being high were high. Typically, women and children are the targets of these crimes, as both are easily targeted due to their vulnerability. Due to its affordability and safety, Brav3let will be available to every woman and child in the near future.

Most people really care about the material of the product they purchase, which means it should be as valuable as the price they paid for it. Our Brav3let is made from stainless steel, which is the most preferable material for others. This is because stainless steel is hypoallergenic, which makes it a great choice for people whose skin is sensitive to metals. Furthermore, stainless steel jewellery's appearance lasts longer, and whatever happens to it, such as being wet with water or exposed to chemicals, does not affect it.

Keeping a high product quality is important to Brav3let Enterprise, so they provide their customers with packaging that protects the products after they have been delivered. Customers that buy Brav3let will also get a proper package that is complete with a wrap and a box before posting out if they purchase online. We will place the Brav3let in a pouch bag, and then the pouch will be placed inside a paper bag. Besides, we also provide a gift box in which the design of the packaging is suitable as a gift. The fascinating thing is Brav3let Enterprise cares about the earth and only uses eco-friendly materials for the packaging. The pouch bag is made from high-quality natural cotton, which guarantees durability. The same goes for our gift boxes and paper bags, which are made from recycled paper.



*Figure 5: Brav3let's Pouch Bag*



*Figure 6: Brav3let's Paper Bag*



*Figure 7: Gift Box Packaging*

### 5.6.2 Pricing

Brav3Let	Safelet	Sabre
RM100.00	RM250.00	RM66.00

*Table 12: Price list of Brav3let and its competitors.*

Brav3let Enterprise uses a cost-based pricing strategy, which means that the product's production, manufacturing, and distribution costs are taken into account. A percentage of Brav3let's manufacturing costs is added to the product's price to calculate a profit. In addition, it covers all expenditures, including production and overhead, allowing for profits to be made even when costs increase. With this pricing strategy, price increases can easily be justified. Customers will be informed whenever a product's price changes. Currently, the cost per unit of product or Brav3let is roughly RM 64.53, with a profit margin of 54.97%. As a result, each Brav3let costs RM100.00. We work hard to maintain high quality while keeping prices low for our customers.

### 5.6.3 Sales Tactics

As a sales tactic, Brav3let Enterprise encourages staff to promote and sell Brav3let. Due to the fact that our business is still new on the market, we will be able to save more money and be able to expand the workforce in the future. Brav3let also believes in what they are selling as a sales tactic. Since we are intrinsically devoted to and passionate about the company, it is not a difficult task for the team. Our team believes in what we are selling, so we can confidently persuade our buyers to purchase Brav3let by making them believe in what we offer. It is crucial to use soft-sell and hard-sell techniques when selling online. These are the primary methods of promoting products online. Through the direct approach of its marketers, Brav3let drives customers to buy its product and provides sales with fresh product lines. Additionally, since the product offers many benefits, it will be easy to promote it on social media with soft selling that drives demand and sales every month.

#### **5.6.4 Service and Warranty Policy**

As a first step, Brav3let employees explain to buyers how to handle the products with care so they will last as long as possible. We do provide a service and warranty policy where genuine Brav3let items are warranted to be free of defects in material and workmanship under normal use and service. This guarantee excludes any condition caused by abuse, neglect, modification, accident, or improper use or maintenance. Any product component part that fails to adhere to this warranty shall be repaired or replaced at our discretion within 30 days of its delivery by our department in charge. Furthermore, if anyone receives a Brav3let parcel and finds any flaws that dissatisfy them, we will offer them another Brav3let in order to regain their trust. These policies can be used by Brav3let Enterprise to sway customer purchasing decisions in its favor.

#### **5.6.5 Advertising and Promotion**

Brav3let Enterprise prioritizes social media marketing where the products are promoted on Shopee, Instagram, and TikTok. Our company utilizes the popular e-commerce platform, Shopee to market them with the help of live streaming feature. Using the Instagram feature, we are able to sell Brav3let more effectively and gain higher profits. Besides, Instagram Business has a lot of features such as Instagram Insights, Instagram ads, and Instagram shopping, which is beneficial to the business owner. All these features will make it much easier for customers to learn about Brav3let and will make them more likely to purchase it. In addition, by using descriptive hashtags such as #SafetyBracelet and #Brav3let, users can discover our products more easily. Meanwhile, TikTok has become one of the most popular social media apps in recent years. Therefore, we took advantage of TikTok's popularity for making content in order to attract people and increase engagement among other users. This marketing strategy allows Brav3let Enterprise to gain potential customers' attention to their product by using advertisements and promotions.

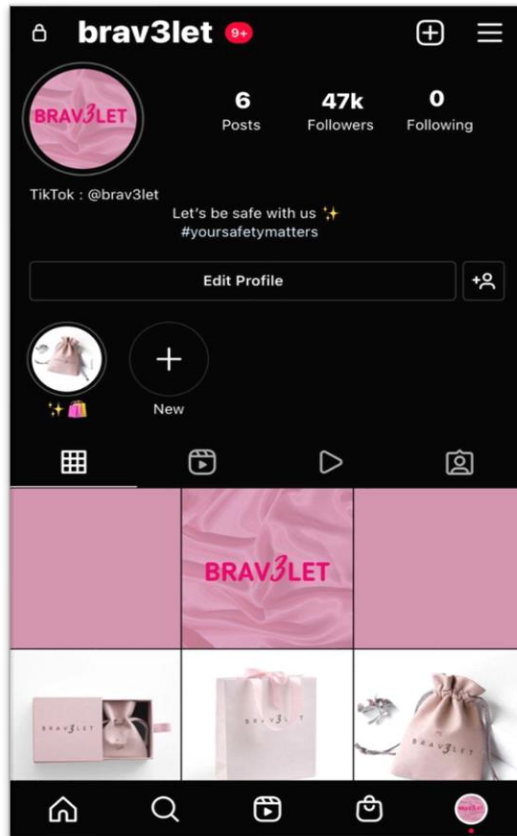


Figure 8: Bravelet's Instagram Account

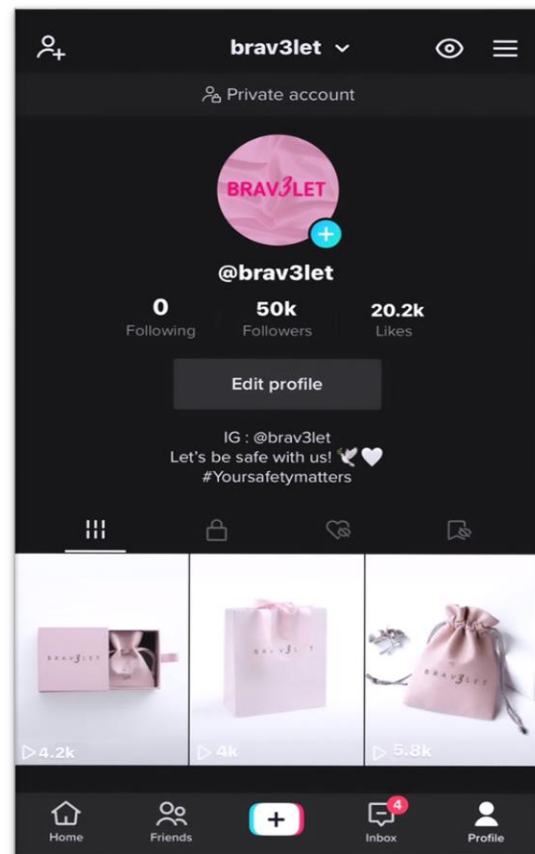
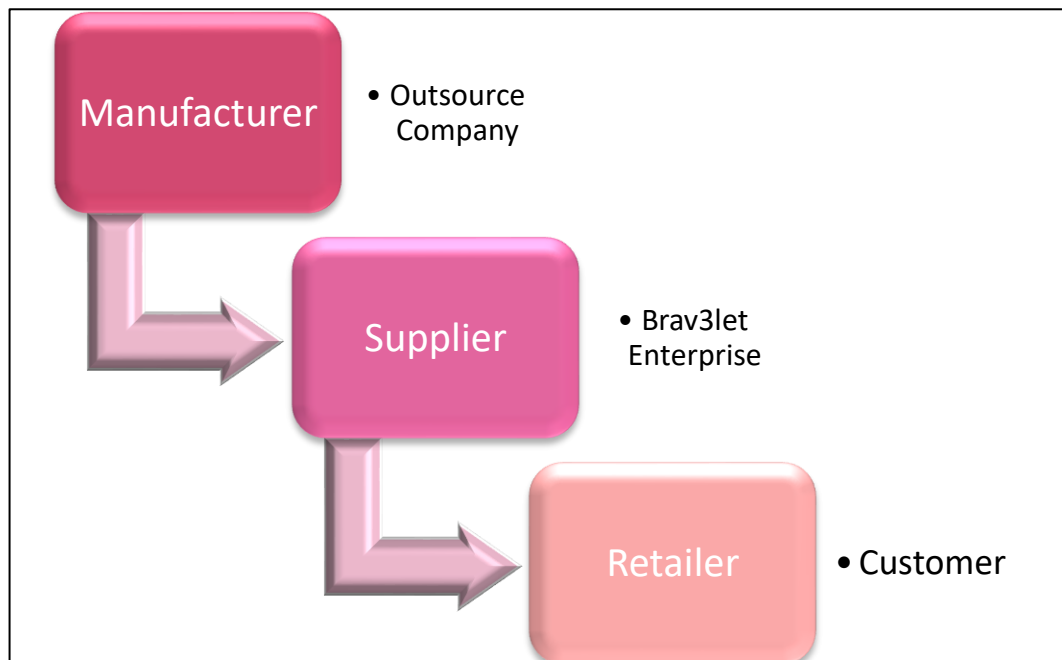


Figure 9: Bravelet's TikTok Account

### 5.6.6 Distribution

Brav3let Enterprise utilizes direct sales channels in order to maintain direct contact with their customers as well as maintain control of all revenue. Through this model, Brav3let has control over the selling price and is able to do its own market research and select its own consumers. This method of direct selling is effective if the market has been identified, analysed, and segmented. Furthermore, the company uses outsourcing channels that produce the product so they can save money by lowering the cost of manufacturing and hiring new employees, like recruiting, onboarding, healthcare, and other benefits, and payroll taxes. It also increases the demand for management personnel.



*Figure 10: The Flow of Product Manufacturer*



## 5.7 SCHEDULE OF REMUNARATION

Position	No.	Monthly Salary (RM)	EPF Contribution (13%) (RM)	Amount (RM)
Marketing Manager	1	1,400	154	1,554
<b>Total</b>				<b>1,554</b>

*Table 13: Schedule of remuneration marketing operation*

## 5.8 MARKETING BUDGET

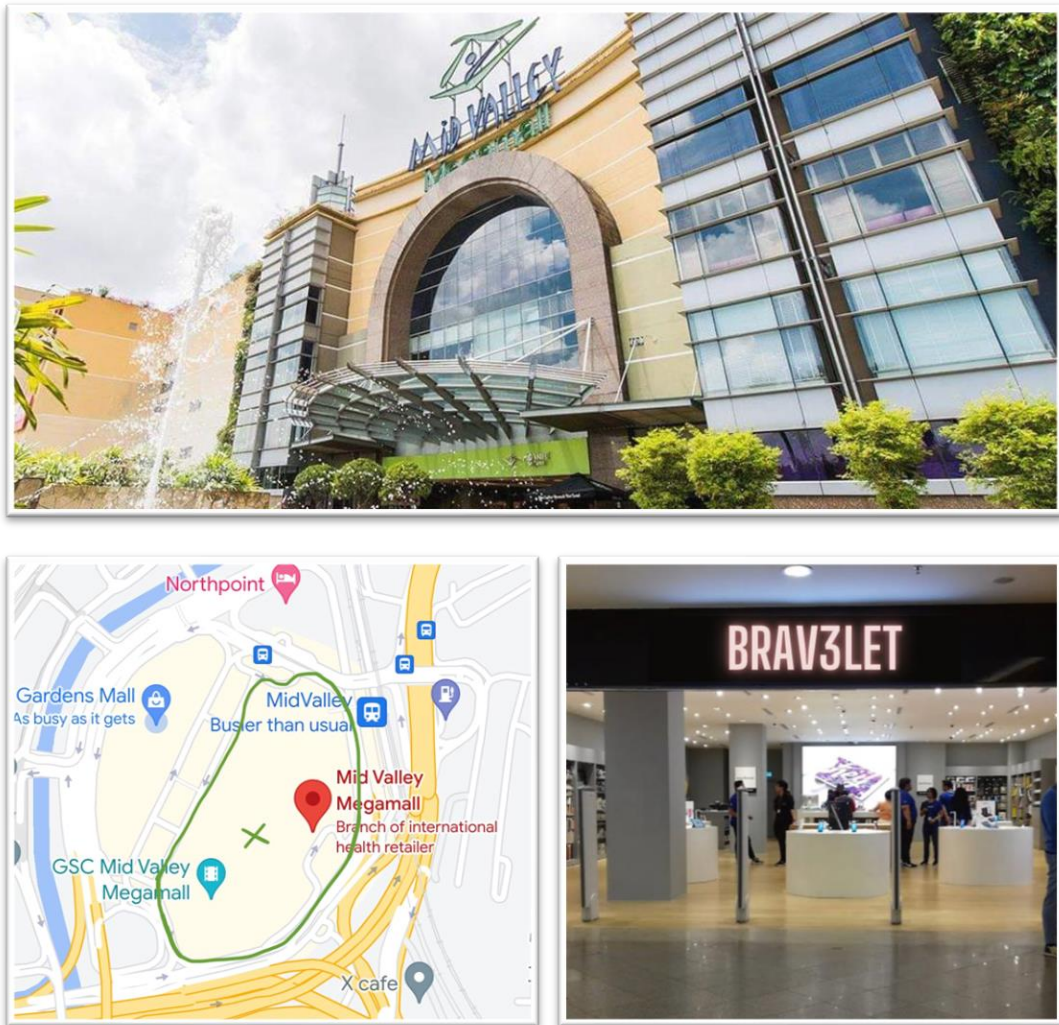
Marketing Expenditure	
ITEMS	RM
<b>Fixed Asset</b>	
Signboard	1,250
<b>Working Capital / Monthly Expenditure</b>	
Salaries, EPF	1,554
Advertisements	120
Pre-operations	75
<b>Total</b>	<b>2,999</b>

*Table 14: Marketing Budget*

## 6.0 OPERATIONS AND PRODUCTION PLAN

The details of the Brav3let's operations and production plan outline.

### 6.1 DEVELOPMENT OF THE BUSINESS



*Figure 10: Mid Valley Megamall, Kuala Lumpur.*

#### a) Choosing Business Location.

We have decided to open a physical store in Mid Valley Megamall, Kuala Lumpur which the address for our physical store is G-064, Mid Valley Megamall, Lingkaran Syed Putra, Mid Valley City, 59200 Kuala Lumpur. Basically, we choose this location as our business location because Kuala Lumpur is the most strategic location to attract more customer to introduce our products and services. As proof, Kuala Lumpur is the most visited city in

Malaysia and plus, Kuala Lumpur also is considered as one of the best shopping destinations in the world (ExpatGo, 2012). To introduce our products and brands in a large scale is one of our objectives. The location of our business store also near to the main supplier of the security equipment. Our main supplier is Nexxchip Technology which located at 22-1F, Jalan Perdana 6/6, Pandan Perdana, 55300 Kuala Lumpur, Selangor which took only a 20-minute drive from our business location as shows in the picture below. By choosing this location, we can minimize the cost of production.

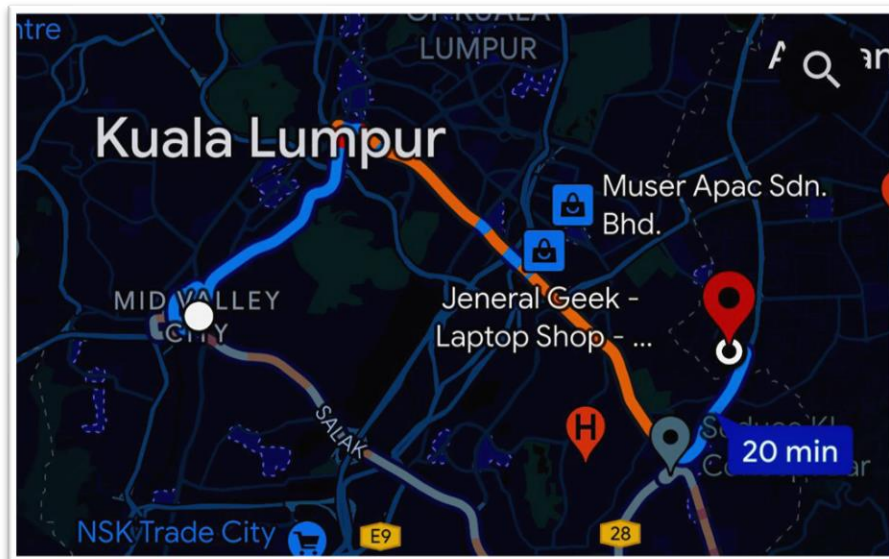
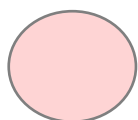


Figure 11: The Distance Between Brav3let Store with Supplier's Place

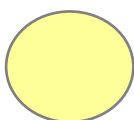
#### b) Production Workflow

Below is the production workflow of the Brav3let's business that has been provide by our production manager. Production workflow is the list of the step-by-step process of creating or producing the product from the start to the end.

For references:



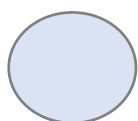
Pre-Production



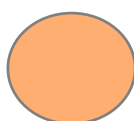
Production



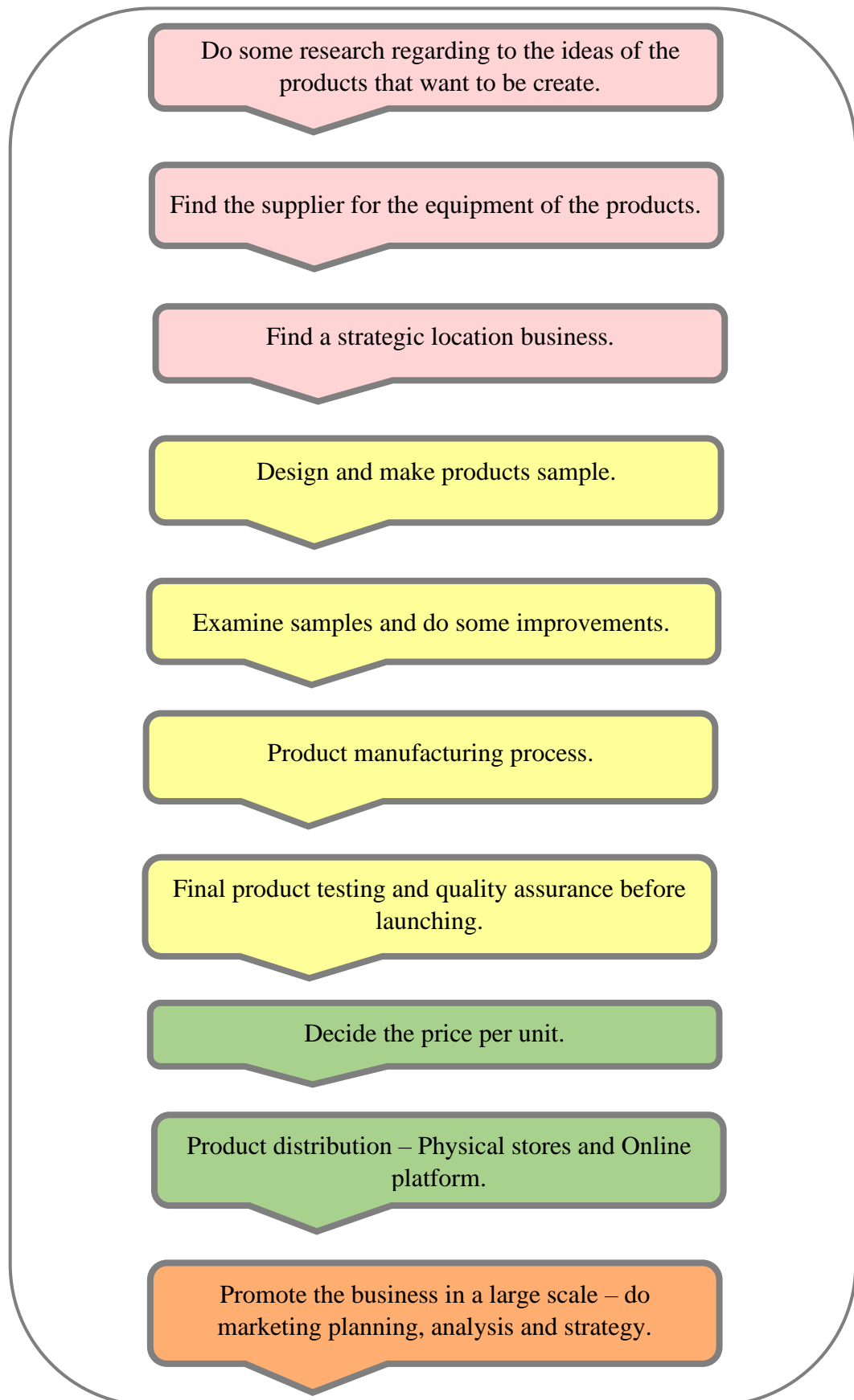
Post-Production



Product Distribution



Marketing



*Figure 12: Brav3let's Production Workflow*

## 6.2 PRODUCTION PROCESS IN THE DETAILS.

Before starting production on the Brav3let, we did some research regarding the ideas of making safety bracelet products, such as listing the objectives of this idea, how the product benefits the consumer, and how to create it. After doing some research, the result seemed positive, so we proceeded to create this product by finding the supplier for the equipment. To find the supplier, we also prepare a shortlist of suppliers to do some analysis. We focus on the price offers, the quality of the equipment, the supplier's reliability, the feedback of other customers towards that supplier, and many more. And next, after finding the best supplier, we decide the business location for our physical store. As stated in the choosing the best location part, we chose to open our business at Mid Valley Megamall, Kuala Lumpur.



*Figure 13: One of Bracelet's Brav3let Designed.*

For the production process, as what has been listed by our production manager, we started with designing the products on what they look like and where to set the hidden safety equipment, etc. One of the designs that we created is shown in Figure 6.2 below. We planned and designed the bracelet by choosing the hidden place for safety equipment to be put on the bracelet. First, we create samples to estimate how long it takes to produce and set up the equipment for a unit. Since it was the first time creating this safety bracelet, the results showed that the safety equipment like laser, alarm, and GPS tracker took three days to install on a bracelet.

For laser and alarm, we just need to set the component inside the diamond. But for GPS tracker, we need to install the tracker detected thru website to track the location which took longer compared to alarm and laser components. In this case, we should improve our production process since we took longer days to produce a unit of the bracelet. And now, it is time for product manufacturing process. We estimate to create 5 units a day by dividing 1 staff 1 bracelet. We have decided to create various simple designs with limited quantity per design to avoid bad people detect or aware towards this bracelet since consumer's safety is our priority. And as result, we managed to create 8 to 10 units per day. Before we start launching our product's brand, we make final product testing and quality assurance to ensure the product quality to meets the objectives of the business. After everything seems perfect, we move to the next part which is decide the price per unit. After do the financial calculation, our financial manager decided to set the price between RM 90 to RM 110 per unit.

The next step is product distribution, where the products are divided into two sections, which are the physical store section and the online platform section. We have decided to use physical stores because some consumers prefer to see the product face-to-face since they can try it before they buy it. We also decided to sell online since the majority of people nowadays love to do online shopping because they want to save time. Not-to-forget, the most important part of business is marketing. In this case, our marketing manager starts to prepare marketing plans, marketing analysis, and marketing strategies to let people know about our brand as well as to grab the interest of the consumer.

### 6.3 BUSINESS FACILITIES

a) Brav3let's physical store layout template.

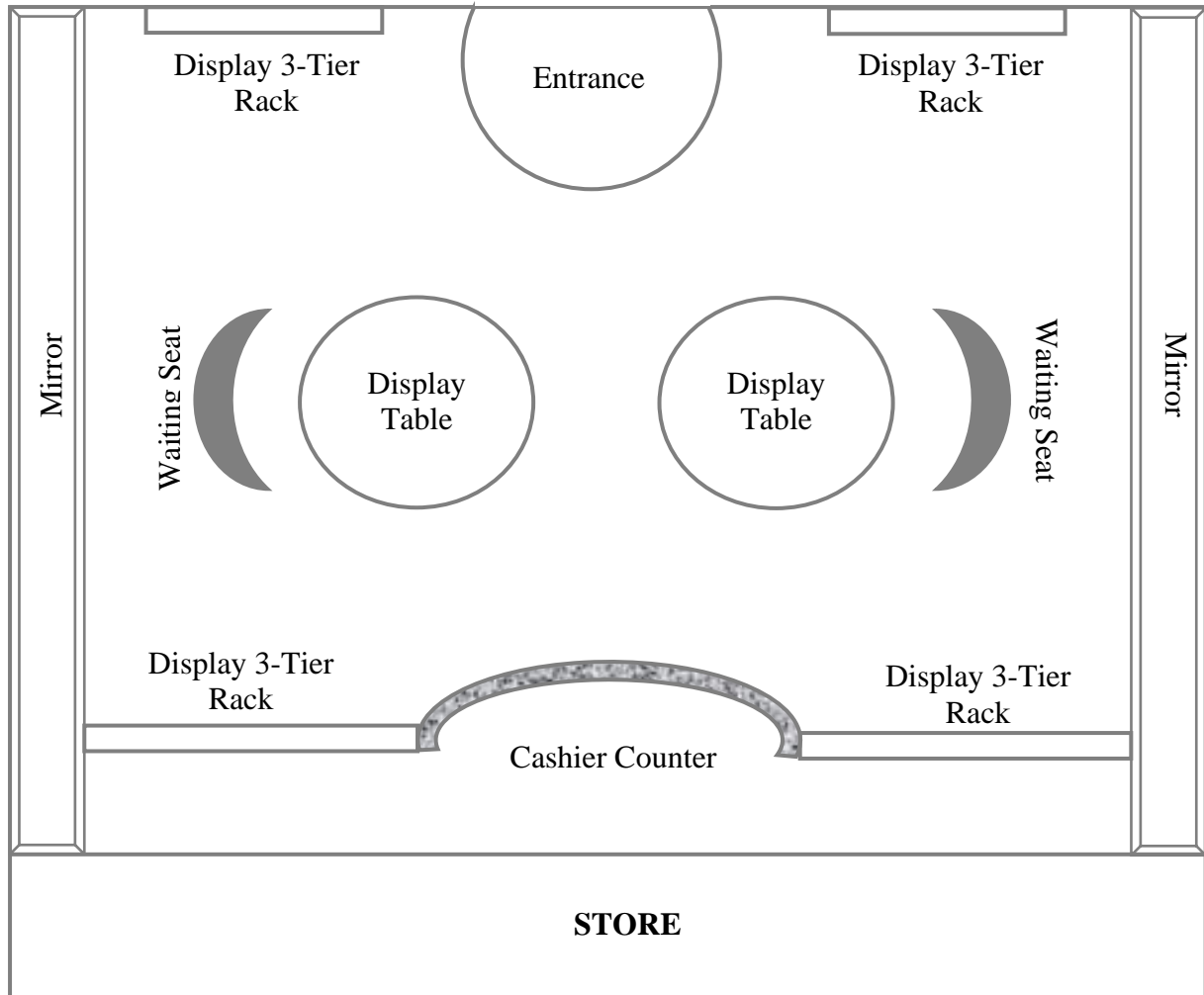


Figure 14: Brav3let's Store Layout.

The details of Brav3let's physical store.

No.	Details	Estimated size or price
1.	Physical store size	500 square feet
2.	Cost of rent per month	RM 1,500
3.	Maintenances budget	RM 300
4.	Cost of utilities include water, electric and Wi-Fi bills	RM 600

Table 14: Details of Brav3let's Physical Store



#### 6.4 BRAV3LET'S STAFF WORKERS

Basically, for now we only have one staff worker to help us in running the business, who work as part-time sales promoter in our physical store. Main task for our sales promoter is to serve our customer properly while helping us to gain profit. Five of us will trained her on how to serve customer in a manner's way, how to grab customer's attention, how to speak nicely and many more. We are more preferring to open this job to SPM or STPM graduates to let them gain more knowledge in conducting business. Working days for part-time worker is 5 days in a week. The staff will work from 11 AM to 9 PM and the estimated salary for sales promoter is around RM1,300 with EPF contribution, RM143 per month. To differentiate between staff workers and customer, we provided a uniform shirt for our sales promoter as shows in the figure below.



*Figure 15: Sales Promoter's Uniform Shirt*



## **6.5 LIST OF BRAV3LET'S EQUIPMENT**

### **6.5.1 List of Safety Equipment Needed**

<b>NO.</b>	<b>ITEMS</b>	<b>ESTIMATED COST</b>
1.	Alarm	RM 6 per unit
2.	Laser	RM 8 per unit
3.	GPS Tracker	RM 12 per unit

### **6.5.2 List of Physical Store Equipment Needed**

<b>NO.</b>	<b>ITEMS</b>	<b>QUANTITY</b>	<b>ESTIMATED COST</b>
1.	Computer	1	RM 1, 500
2.	Cashier Desk	1	RM 400
3.	Display Table	2	RM 200
4.	Display 3-Tier Rack	4	RM 350
5.	Waiting Seat	2	RM 80
6.	Mirror Wall	2	RM 300
7.	Office Phone	1	RM 60
8.	Ceiling Air-Conditioner	1	RM 3,000
9.	Chandelier Lamp	1	RM 200
10.	Stationeries	-	RM 150
11.	Vacuum Cleaner	1	RM 150

## 7.0 ORGANIZATION PLAN

### 7.1 OWNERSHIP STRUCTURE

Before starting a business, the first step that needs to do is decide the business entity. Business entity will determine the owner of the business, the liability of the business and many more. There are five main type of business entity which is **sole proprietorship, partnership, limited liability partnership (LLP), limited liability companies (LLC)** and **public company**.

Sole proprietorship, which can be defined as a business that is owned by an individual. Even though all the profits are owned by the owner, the owner is personally liable for business debts and losses. Since the owner is the one and only, all the decisions are made by the owner alone. Meanwhile, a partnership is owned by 2 to 20 people. The profits of the business will be divided equally amongst the owners. The same goes for the liability, which is unlimited and will be split amongst the owners. All of the owners are required to discuss their decision. Following that is the limited liability partnership (LLP), which is appropriate for Small and Medium-Sized Enterprises (SMEs). LLP has a separate legal entity under the law and the liability is limited such that the members are not responsible or liable for another member's negligence and loss. For limited liability companies, usually, the minimum number of owners is 2. The liability of the LLC is limited, and the board of directors and shareholders will decide. Last but not least, public companies. Usually, the number of shareholders is one, but will rise to as many as the company desires. The public company will be managed by the directors.

Since Brav3let were planned and conducted by five people, so the business entity for Brav3let is Limited Liability Partnership (LLP). LLP is the best choice for the business entity of Brav3let since it is perfectly suitable for one small and medium sized enterprises or start-up business due to the small capital and number of the owners. LLP allows partners among the owners to works together and share the profit together. LLP also are taxed as a partnership. And the best part is, LLP have the limited liability for the members. It means that the other members are not personally responsible for the actions of the member, in case, one of the owners is careless which caused debts or big loss since the legal status for LLP is a separate legal entity.

## 7.2 MANAGEMENT TEAM

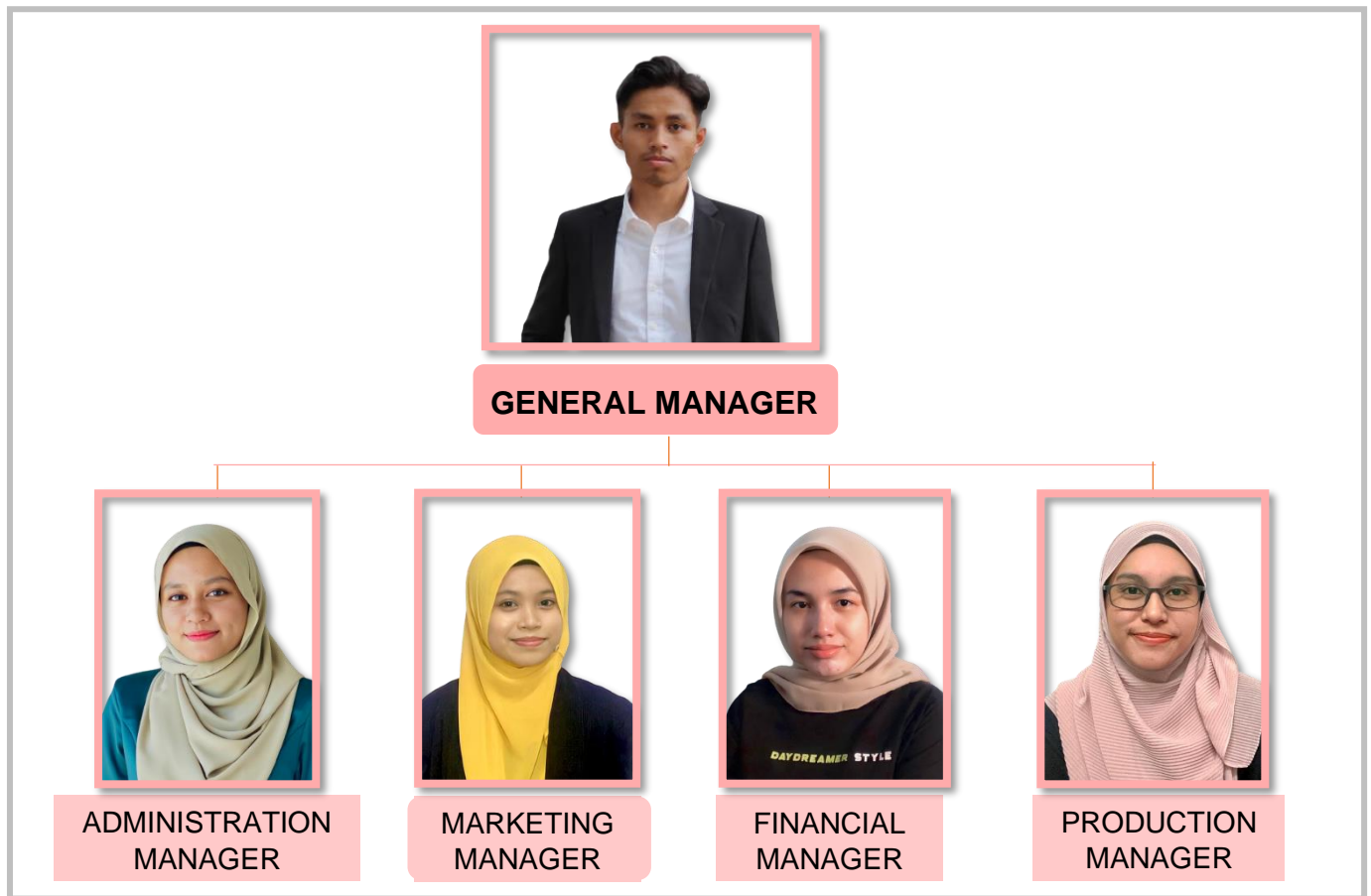



Figure 7.2 Organization Chart of the Company


As indicated in the figure above, that is the organization of the Brav3let Enterprise which is led by **general manager**, Muhammad Rusydi bin Azman. As a general manager, Muhammad Rusydi is responsible for making main decisions by managing the company's overall operations and monitoring the daily operations of the business. Muhammad Rusydi has four workers who work under him. Firstly, as an **administration manager**, Aina Faqihah binti Azman focuses on creating business reports, reorganising the company's business and all kinds of business correspondence matters. Next, Nur Zarif Sofea binti Mohd Samsuri, who works as a **marketing manager**, needs to plan and create a strategy on how to promote the business product or brands on a large scale to achieve business goals. And then, as a **financial manager**, Nur Anis binti Ayub needs to be responsible for all the financial matters by analysing and doing calculations of the budget planning, preparing a financial report, and advising on profit-maximizing ideas. Meanwhile, Nurul Jannah Fatehah bint Kamarul Zaman as a **production manager** who should plan on how to lower the cost of production by monitoring the production process, activities, raw materials and so on.

## **Resumes of Key Management Personnel**


### 1) General Manager

<b>MUHAMMAD RUSYDI BIN AZMAN</b>		
Phone Number		
Emails	rusydi_azman@yahoo.com	
Skills	<ul style="list-style-type: none"><li>• Communication Skills</li><li>• Leadership Skills</li><li>• Decision-Making Skills</li></ul>	
Languages	<ul style="list-style-type: none"><li>• Malay</li><li>• English</li><li>• Mandarin</li></ul>	
Employment History	<ul style="list-style-type: none"><li>• 1 year as a cashier of Family Mart</li><li>• 2 years as an assistant manager of Speedmart</li><li>• 3 years and half as a Manager of Speedmart</li></ul>	
Educations	<ul style="list-style-type: none"><li>• Diploma in Banking and Finance</li><li>• Bachelor in Business Management (Finance)</li></ul>	


### 2) Administration Manager

<b>AINA FAQIHAH BINTI AZMAN</b>		
Phone Number		
Emails	ainafaqihah.afa@gmail.com	
Skills	<ul style="list-style-type: none"><li>• Data Analysis Skills</li><li>• Computer Skills</li></ul>	
Languages	<ul style="list-style-type: none"><li>• Malay</li><li>• English</li><li>• Mandarin</li></ul>	
Employment History	<ul style="list-style-type: none"><li>• 1 year as sales assistant of Siti Khadijah boutique</li><li>• 3 years as an administration officer at Sime Darby</li></ul>	
Educations	<ul style="list-style-type: none"><li>• Diploma in Business Administration</li><li>• Bachelor in Business Management (Finance)</li></ul>	


### 3) Marketing Manager

<b>NUR ZARIF SOFEA BINTI MOHD SAMSURI</b>		
Phone Number		
Emails	sofeasamsuri01@gmail.com	
Skills	<ul style="list-style-type: none"><li>• Critical Thinking Skills</li><li>• Creativity Skills</li><li>• Communication Skills</li></ul>	
Languages	<ul style="list-style-type: none"><li>• Malay</li><li>• English</li><li>• Japanese</li><li>• French</li></ul>	
Employment History	<ul style="list-style-type: none"><li>• 2 years as sales promoter of Samsung Sdn. Bhd.</li><li>• 2 years and half as marketing officer of Samsung Sdn. Bhd.</li></ul>	
Educations	<ul style="list-style-type: none"><li>• Matriculation in Accounting</li><li>• Bachelor in Business Management (Finance)</li></ul>	

### 4) Financial Manager

<b>NUR ANIS BINTI AYUB</b>		
Phone Number		
Emails	nuranis1563@gmail.com	
Skills	<ul style="list-style-type: none"><li>• Analytical Skills</li><li>• Problem-Solving Skills</li></ul>	
Languages	<ul style="list-style-type: none"><li>• Malay</li><li>• English</li><li>• Arabic</li></ul>	
Employment History	<ul style="list-style-type: none"><li>• 1 year as cashier Mydin Senawang Hypermarket</li><li>• 3 years as an assistant finance manager at DPDHL</li></ul>	
Educations	<ul style="list-style-type: none"><li>• STPM</li><li>• Bachelor in Business Management (Finance)</li></ul>	

## 5) Production Manager

<p><b>NURUL JANNAH FATEHAH BINTI KAMARUL ZAMAN</b></p>		
Phone Number		
Emails	jannahfatehah@gmail.com	
Skills	<ul style="list-style-type: none"> <li>• Critical Thinking Skills</li> <li>• Creativity Skills</li> <li>• Communication Skills</li> </ul>	
Languages	<ul style="list-style-type: none"> <li>• Malay</li> <li>• English</li> <li>• Japanese</li> </ul>	
Employment History	<ul style="list-style-type: none"> <li>• 2 years as production supervisor of ON Semiconductor Sdn. Bhd.</li> <li>• 3 years and half as production planning officer of ON Semiconductor Sdn. Bhd.</li> </ul>	
Educations	<ul style="list-style-type: none"> <li>• Matriculation in Accounting</li> <li>• Bachelor in Business Management (Finance)</li> </ul>	

The compensation and the percentage of share ownership of each position.

POSITION	NAMES	SHARE OF OWNERSHIP (%)
General Manager	En. Muhammad Rusydi bin Azman	20
Administration Manager	Aina Faqihah binti Azman	20
Marketing Manager	Nur Zarif Sofea binti Mohd Samsuri	20
Financial Manager	Nur Anis binti Ayub	20
Production Manager	Nurul Jannah Fatehah binti Kamarul Zaman	20
<b>TOTAL</b>		<b>100</b>

### 7.3 EXTERNAL RESOURCES AND SERVICES

EXTERNAL ADVISOR	SERVICES
<b>RHB Bank (Kajang)</b> Encik Omar Khan 25, Jalan Raja Haroun, Bandar Kajang, 43000 Kajang, Selangor.	<ul style="list-style-type: none"><li>• This bank offers professional advisory services by a team of experienced professional to help the business in making the right decision.</li><li>• RHB BizPower also provide SME Business Loan which to cover up the temporary fund deficiencies and paying bills.</li><li>• Due to the cases of COVID-19, RHB BizPower also offers Relief Financing for any short-term cash problems.</li></ul>
<b>SIME DARBY BERHAD</b> 19 <sup>th</sup> Floor Wisma Sime Darby, Jalan Raja Laut, Kuala Lumpur.	<ul style="list-style-type: none"><li>• They offer Talent Exchange Programme for employees of selected companies. This is to let the employees grab this opportunity to get essential skills and develop talent during exchange programme by experiencing learning on other's organisation.</li></ul>

## 7.4 HUMAN RESOURCES

List of the Brav3let's employees and the estimated salary for each position.

NO.	TYPE OF EMPLOYEES	NUMBER OF STAFF REQUIRED	ESTIMATED SALARY (RM)	EPF (RM)
1.	General Manager	1	1,500	165
2.	Administration Manager	1	1,400	154
3.	Marketing Manager	1	1,400	154
4.	Financial Manager	1	1,400	154
5.	Production Manager	1	1,400	154
6.	Staff	1	1,300	143
TOTAL		6	8,400	924



## 8.0 FINANCIAL PLAN

### 8.1 START UP COST

#### BRAV3LET ENTERPRISE

#### CAPITAL EXPENDITURE

ITEMS	COST (RM)	ESTIMATE ECONOMIC LIFE (YEARS)
<b>Administrative</b>		
Office Furniture	6,910	5
Office Equipment	9,305	5
<b>Operations</b>		
Machinery & equipment	20,350	5
<b>Marketing</b>		
Signboard	1,250	5
<b>One time Start up Expenditure</b>		
Office Supplies	1,719	
<b>Other Pre-Operations Expenditure</b>		
Deposit (rent, utilities, etc.)	3,000	
Business Registration & Licences	1,050	
Other Expenditure	1,500	
Repairs & maintenance	340	
Ads Advertising	120	
Market Research	75	
<b>TOTAL</b>	<b>45,619</b>	

## 8.2 WORKING CAPITAL

### BRAV3LET ENTERPRISE

#### WORKING CAPITAL

ITEMS	COST (RM)
<b>Administrative</b>	
Salaries	7,881
Utilities	600
Rental	1,500
Stationeries	537
<b>Operations</b>	
Salaries	1,443
Raw Materials	9,680
<b>Other Expenditure</b>	
<b>Administrative</b>	
Other Expenditure	1,500
<b>Operations</b>	
Repairs & maintenance	300
<b>Marketing</b>	
Ads Advertising	120
<b>TOTAL</b>	<b>23,561</b>

### 8.3 START-UP CAPITAL AND FINANCING

#### BRAV3LET ENTERPRISE

ESTIMATED START-UP CAPITAL	
Financing	
Loan	RM100,000
Annual Interest Rate	6%
Loan Duration	4 Years

TAX RATE	
Year 1 (2022)	15%
Year 2 (2023)	15%
Year 3 (2024)	15%

## 8.4 CASH FLOW STATEMENT

### BRAV3LET ENTERPRISE

#### STATEMENT OF CASH FLOW

#### FOR THE YEAR ENDED 31 DECEMBER

YEAR	2022 (RM)	2023 (RM)	2024 (RM)
<b><u>CASH INFLOW</u></b>			
Loan	150,000	-	-
Cash Sales	300,000	306,000	315,180
<b>TOTAL CASH INFLOW</b>	<b>450,000</b>	<b>306,000</b>	<b>315,180</b>
<b><u>CASH OUTFLOW</u></b>			
<b>Administrative Expenditure</b>			
Salary	94,572	94,572	94,572
Utilities	7,200	7,200	7,200
Rental	18,000	18,000	18,000
<b>Total Administrative Expenditure</b>	<b>119,772</b>	<b>119,772</b>	<b>119,772</b>
<b>Operations Expenditure</b>			
Raw Materials	116,160	116,160	116,160
Salaries	17,316	17,316	17,316
<b>Total Operations Expenditure</b>	<b>133,476</b>	<b>133,476</b>	<b>133,476</b>
<b>Other Expenditure</b>			
<b>Pre-Operations</b>			
Deposit (rent, utilities, etc.)	2,500	-	-
Business Registration & Licences	1,050	-	-
Other Expenditure	1,500	-	-
Repairs & maintenance	340	-	-
Ads Advertising	120	-	-
Market Research	75	-	-
<b>Total Pre-operations</b>	<b>5,585</b>	<b>-</b>	<b>-</b>
<b>Fixed Assets</b>			
Purchase of Fixed Assets	37,824	-	-

<b>Loan Repayment:</b>			
Principal	25,000	25,000	25,000
Interest	6,000	6,000	6,000
Tax Payable	-	-	-
<b>TOTAL CASH OUTFLOW</b>	<b>327,657</b>	<b>284,248</b>	<b>284,248</b>
<b>CASH SURPLUS (DEFICIT)</b>	<b>122,343</b>	<b>21,752</b>	<b>30,932</b>
<b>BEGINNING CASH BALANCE</b>	<b>0</b>	<b>122,343</b>	<b>144,095</b>
<b>ENDING CASH BALANCE</b>	<b>122,343</b>	<b>144,095</b>	<b>175,027</b>

## 8.5 INCOME STATEMENT

### BRAV3LET ENTERPRISE

#### PRO FORMA INCOME STATEMENT

#### FOR THE YEAR ENDED 31 DECEMBER

ITEMS	2022 (RM)	2023 (RM)	2024 (RM)
<b>Sales</b>	<b>300,000</b>	<b>306,000</b>	<b>315,180</b>
<b>Gross Profit</b>	<b>300,000</b>	<b>306,000</b>	<b>315,180</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	119,772	119,772	119,772
Operation Expenditure	133,476	133,476	133,476
Other Expenditure	1,500	1,500	1,500
Business Registration & Licences	1,050	1,050	1,050
Other Pre-Operations Expenditure	2,585	2,585	2,585
Interest on Loan	6,000	6,000	6,000
Depreciation of Fixed Assets	7,563	7,563	7,563
<b>Total Expenditure</b>	<b>271,946</b>	<b>271,946</b>	<b>271,946</b>
<b>Net Profit Before Tax</b>	<b>28,054</b>	<b>34,054</b>	<b>43,234</b>
<b>Tax</b>	<b>4,208</b>	<b>5,108</b>	<b>6,485</b>
<b>Net Profit After Tax</b>	<b>23,846</b>	<b>28,946</b>	<b>36,749</b>
<b>ACCUMULATED NET PROFIT</b>	<b>23,846</b>	<b>28,946</b>	<b>36,749</b>

## 8.6 BALANCE SHEET

### BRAV3LET ENTERPRISE

#### PRO FORMA BALANCE SHEET

#### FOR THE YEAR ENDED 31 DECEMBER

ITEMS	2022 (RM)	2023 (RM)	2024 (RM)
<b>ASSETS</b>			
<b>Non-Current Assets (Book Value)</b>			
Office Furniture	6,910	5,528	4,146
Office Equipment	9,305	7,444	5,583
Machinery & equipment	20,350	16,280	12,210
Signboard	1,250	1,000	750
<b>Total Non-Current Assets</b>	37,815	30,252	22,689
<b>Current Assets</b>			
Inventory Raw Material	9,680	10,648	11,713
Cash Balance	300,000	306,000	315,180
<b>Total Current Assets</b>	309,680	316,648	326,893
<b>TOTAL ASSETS</b>	<b>347,495</b>	<b>346,900</b>	<b>349,582</b>
<b>Owners' Equity</b>			
Accumulated Profit	23,846	28,946	36,749
Market Share	30,000	45,900	63,036
Retained earnings	187,941	190,446	191,812
	241,787	265,292	291,597
<b>Long-Term Liabilities</b>			
Loan Balance	100,000	75,000	50,000
<b>Current Liabilities</b>			
Rental	1,500	1,500	1,500
Tax Payable	4,208	5,108	6,485
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>347,495</b>	<b>346,900</b>	<b>349,582</b>

## 9.0 PROJECT MILESTONES

Project milestones is one of our business schedules where we need to meet the exact date for any activities that have a deadline. By having project milestones, we will be able to see Brave3let Enterprise's progress which can lead to the successful of the business itself.

ACTIVITIES	DEADLINES
Business Registration	1 June 2021
Business venture and Capital	1 July 2021
Product Customization	15 July 2021
Research and Development of products	1 August 2021
Release a Prototypes	1 September 2021
Ordering Equipment and Furniture for Office	1 October 2021
Preparation of Office	November 2021
Ordering Materials for Production	1 December 2021
Officially Starting the Operation	1 January 2022



## **10.0 CONCLUSION**

As a company that has recently entered the production industry, we are keeping our fingers crossed that we will be able to persevere in this field and continue to offer products of a high enough quality to fulfil the requirements outlined by our clients. Aside from that, we also guarantee the safety of our product.

We anticipate that, as the producer, the act of exporting our products to other countries will contribute positively to the economy of our home nation. We will also pay the taxes that have amounted to us on time in order to create a good economic environment, unlike other companies that purposefully paid their taxes late or tried to avoid paying the taxes. In order to create a good economic environment, we will pay the taxes that have amounted to us. The next item that we would like to highlight is our commitment to assisting Bumiputras by offering them employment opportunities within our organization. In the not-too-distant future, we hope to restrict employment at our company to Bumiputras alone. This might be one of the factors that brings the unemployment rate in our country down to a more manageable level.

In conclusion, we have high hopes that we will one day be the most successful company operating in this industry and that we will be able to make important contributions to the development of our cherished nation. In tandem with the development of new technology. Brav3let's long-term approach is to prioritize fashion while simultaneously emphasizing the need for safety. We plan to place Brav3let on the map both domestically and internationally by making strategic use of social media and coordinating our efforts with those of important organizations. We anticipate that in the not-too-distant future, brav3let will be worn by every woman and child because of its accessible price point and wide range of retail locations.

## 11.0 REFERENCES

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## 12.0 APPENDICES

### Appendices 1: Alarm Component in Bracelet



### Appendices 2: GPS Tracker Component in Bracelet



### Appendices 3: Laser Component in Bracelet



#### Appendices 4: Brav3let's Digital Bunting



## Appendices 5: Department of Statistic Malaysia, Crime's Statistics in 2018, 2019



### CRIME STATISTICS, MALAYSIA, 2020

Home » Statistics » By Themes » Social Indicators » CRIME STATISTICS, MALAYSIA, 2020

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#### INTRODUCTION

The publication of *Crime Statistics, Malaysia, 2020* presents selected crime statistics namely Crimes Index, Drugs, Corruptions, Environment, Maritime crime and Correctional. The statistics provided is based on administrative records obtained from various agencies.

#### A. CRIME INDEX

##### Seven states recorded crime index ratio below the national level in 2019

Crime index ratio per 100,000 population for Malaysia in 2019 improved to 256.6 as compared to 273.8 in 2018. The crime index ratio for all states declined except for Pulau Pinang (3.7%), Sarawak (4.2%) and Terengganu (1.3%). Seven states recorded crime index ratio below the national level in 2019 namely Sarawak (214.6), Perlis (207.5), Perak (195.8), Pahang (195.7), Kelantan (188.2), Terengganu (150.3), and Sabah (143.5).

Chart 1: Crime index ratio per 100,000 population by state, Malaysia, 2018 and 2019



Notes:  
1. Calculation ratio using population estimate  
2. W.P. Kuala Lumpur includes W.P. Putrajaya  
3. Sabah includes W.P. Labuan



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## CRIME STATISTICS, MALAYSIA, 2019

### Crime cases

Violent crime 16,489

Property crime 66,967

