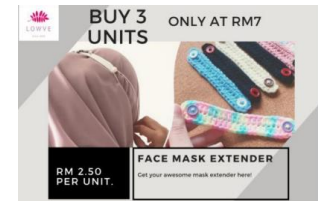


ABOUT Lowve



HAND SANITIZER

- x Average in market offer
higher price – high demand
- x High quality + affordable
- x Not burden customer



EXTENDER MASK

- x Difficulty for hijab women
wear mask
- x Provide elongated mask
- x No longer hassle to wear mask



- X Demand of product increase
- X Trend of increasing cases

OBSERVATION

INTERNET RESEARCH

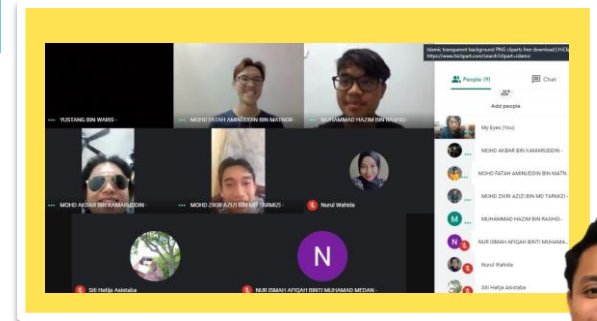
- X Make selection
- X Gain employment opportunities
- X Get attention

TECHNIQUES OF GENERATING IDEAS



- X Generating idea
- X No criticism
- X Agree 10/10

BRAINSTORMING



FEASIBILITY STUDY OF BUSSINESS IDEA

PRODUCT

PRODUCT DESIRABILITY

Choose hand sanitizer & extender mask as main product

PRODUCT DEMAND

Needs for hand sanitizer & extender mask

TARGET MARKET

- X Middle & low income
- X Cheaper RM
- X Affordable

FINANCIAL

Collect RM50 each member = RM500

RM400



100 Unit Hand Sanitizer

RM100



100 face extender mask

ORGANIZATION

- X Designated position own role & task
- X Company director make decisions



9 Blocks Business Model Canvas

KEY RESOURCES



COST STRUCTURE

HUMAN



- Yuliana binti Buhari
(**Tailor**)
- Mohammad Amirul
Nizam bin Mohd Ali
(**Advisor**)



FINANCIAL

- Cash & Modal share capital /10
- Postage
- Material logo
- Hand sanitizer

INTELLECTUAL



- License from King's
Cosmetic
- Recognised by MOH
NOT200306488K
- Non prohibited
substances
- Produced from Zy
Phyto Holdings Bhd



PHYSICAL

- Vehicle
- Laptop
- Phone
- Sewing machine
- Cloth
- Lace
- Button
- Rubber

	FIXED COST	VARIABLE COST
1.	Hand sanitizer	Postage
2.	Sticker LOWVE	
3.	Black rubber 15MMB-1R/16.5M	
4.	Colourful rubber 20MM – 1M	
5.	Red button	
6.	Cartoon	
7.	Button – 15MM COL*10PK	
8.	Lace cloth	

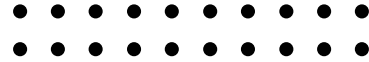


CHANNEL



J&T
EXPRESS

No Cash On
Delivery



LOWVE

Since 2020

CUSTOMER RELATIONSHIP



Keep in touch with
customer



Feedback/support

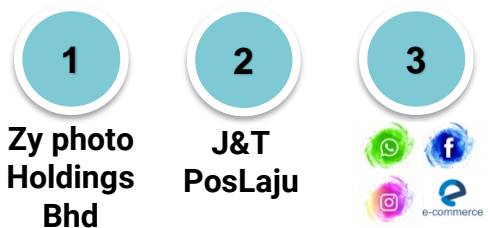
CUSTOMER SEGMENTATION



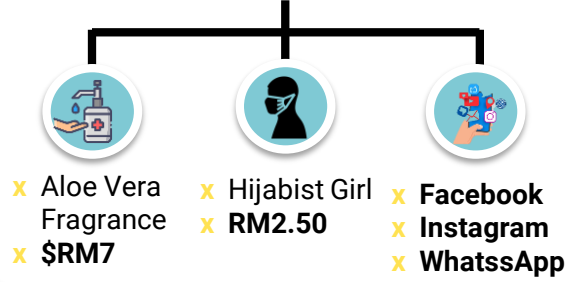
- Malaysian **X**
- Women/Wear hijab **X**
- Age 18 above **X**
- Healthy lifestyle **X**
- Low income level **X**



KEY PARTNERS



VALUE PROPOSITION



KEY ACTIVITIES



REVENUE STREAM

