

GLOW BRACELETS

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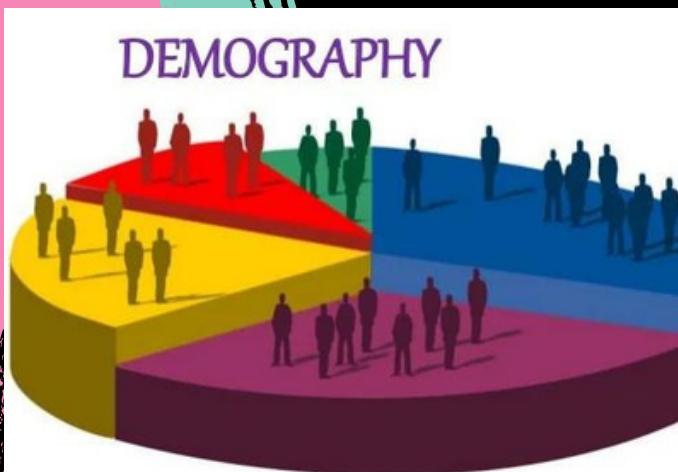
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EXTERNAL INDUSTRY

The glow bracelet products that we sell have a lot of potential. However, there are several external factors that can impact our business. This is known as Macroenvironment. Macroenvironment is an external that can influence the decision making, products and strategies of organization.

DEMOGRAPHY

- The percentage of the population aged 65 and over increased from 7.0% in 2020 to 7.4% in 2021. So our suggestion is to sell glow bracelet that comes with an easier-to-understand version of instructions on how to use it. This is because the older generation may find it difficult to use it if we put a complicated instruction. We will highlight the use of glow bracelets such as camping, cycling and much more on packaging boxes instead of fashion purposes. We will also be adding a variety of product options. For example, older people can choose to buy glow bracelet that provide less brightness compared to the normal one.
- besides that, the rate of foreign-body ingestions among children under age 6 nearly doubled in the two decades after 1995. In that case, we will emphasize on the dangers of this product if given to children under 6 years of age in the packaging box. We will also provide difficult product packaging for children to open on their own.



ECONOMIC

- Consumer Price Index (CPI) increased 2.9% in October 2021 to 123.7 compared to 120.2 in the same period in 2020.
- Monthly salaries and wages fell 9% to RM2,933 in 2020 from RM3,224 in 2019 due to the fallout from the Covid-19 pandemic, strict restrictions and health crisis.
- Our solution to overcome this situation: we can have a collaboration with the event management company. The partnership provides a medium for us to distribute our glow bracelets to more people. Since the events engage a lot of people, these people seem to be the potential to become our customers in the future.
- Also, Selling glow bracelets in bundles is a great alternative to encourage consumers to buy more. Meanwhile, bundle sales enable the company to offer a low price for glow bracelets.



POLITIC



- The Solid Waste Management and Public Cleansing Corporation (SWCorp) has increased the target for recycling rate in the seven states under its supervision to 40% by 2025.
- Suggestion: Our product should use environmentally friendly materials. For example, we can use paper bags to package our products instead of using plastics. Paper bags are defined as recyclable items, so we can reduce the total amount of packaging waste that end up in landfills.
- Other than that, producing glow bracelets made from silicone. Silicon is consider as highly durable and ocean-friendly than plastic. Thus, even the glow bracelets have been disposed, they do not harm the environment extremely. The biodegradable plastic will broke down easily and they can be absorbed by the soil or converted into the compost.
- The last one is by introducing rechargeable and reusable glow bracelets. Instead of a single-use glow bracelet, rechargeable glow bracelets seem to be more environmentally friendly. The glow bracelets operate via the phenomena of photoluminescence. Through this phenomenon, the glow bracelets can be recharged by exposing the bracelets in bright light or the sun.

NATURAL

i) Pollution in Malaysia increased

- According to study commissioned by WWF, Malaysia has the highest annual per capita plastic use, at 16.78 kg per person in 2019. Malaysia ranks the second highest in overall generated waste. In addition, the glow bracelet use double plastic cover. So we will try to overcome the situation by using one layer of plastic cover or just a box without plastic.



ii) Environmentally sustainable strategies

- The government had organized the "Go Green" Campaign to make sure no plastic bags are being used at supermarket. Our suggestion to solve this problem is by using green product for the cover of packaging for glow bracelet such as paper to make it eco-friendly.



TECHNOLOGICAL

It enables online shopping. For example, Lazada and Shopee. From research, a recent retail survey has revealed that as many as 22 million consumers in Malaysia are digital consumers and online channels now play a four times larger role than offline channels. Not only do consumers spend 80% of their time online prior to making a purchase decision, they shop-hop across as many as seven websites before deciding to buy.

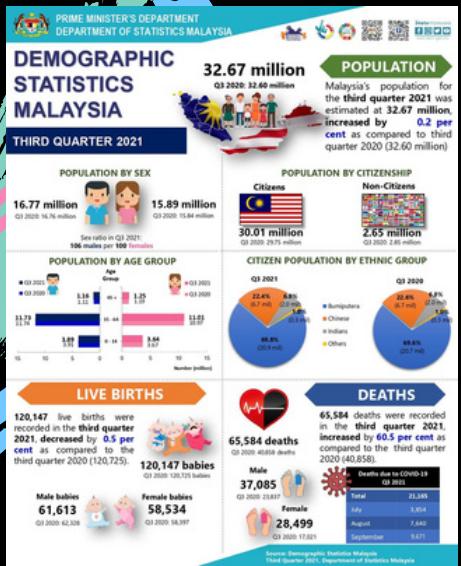
CULTURAL

For our product, the plastic is not biodegradable and there are chemical inside the glow bracelet that can pollute the air if it spill out. Our suggestion is to try produce a reusable glow bracelet such as a rechargeable or using battery to glow it. Besides that, we are also planning to reduce chemical or danger material in glow bracelet. And the last one, we will try to tell people, instead of throwing it after using the glow bracelet, it can be used as a key holder or maybe as a bookmark.



CUSTOMER ANALYSIS

DEMOGRAPHICS IN MALAYSIA



- In third quarter in 2021, population for males is 16.17 million while population for female is 15.89 million.
- In third quarter in 2021, population for age 15-64 for males is 11.73 million while population for female is 11.01 million.
- In third quarter in 2021, population for age 0-14 for males is 3.89 million while for female is 3.64 million.

CUSTOMER LIFESTYLE

- People in Malaysia love doing activity if they have free time.
- They love camping. (Glow bracelet can use in camping)
- They like cycling. (Glow bracelet can be use for night ride)
- They like hiking. (Glow bracelet can be use as a emergency lamp).
- They like jogging.



CONSUMER PROBLEM

- Is it the glow bracelet is quality product ?
- What is the another function of glow bracelet ?
- Is it worth buying the glow bracelet ?
- Is it glow bracelet just for children ?
- Is it safe for kids to use this product ?
- Does glow bracelet use chemicals that might not be safe to kids ?
- Is it glow bracelet can be use for a long time ?
- What is the maximum period for the glow bracelet not to light ?

This might be the question problem from then customer for glow barcelet

CONSUMER CHARACTERISTIC

CRITERIA TO CHOOSE OUR PRODUCT

- Quality of the product
- Price per pack
- The product is recommended or not
- Customer budget
- Easy to purchase

TYPICAL BUYING PROCESS

- Differentiate the price with other brand
- Differentiate the quality with other brand
- Online buying

WHOLESALERS AND RETAILER CHARACTERISTIC AND NEEDS

- They want free gift
- Can buy bundle in one time
- They want discount if they buy bundle of glow bracelet

CRITERIA TO CHOOSE THE PRODUCT

- The demand is high
- They can get a lot of profit
- Follow the trends

TYPICAL BUYING PROCESS

- Buy in bundle and per pack

COMPETITOR ANALYSIS

COMPETITOR NORTHRN LIGHT INC.



Northern Lights has been manufacturing and distributing high quality glow stick products for over 25 years.

They are dedicated in providing the highest quality products, the best customer service, and everyday low prices. Their glow sticks can last for 6 to 8 hours or more depending on the formulation used. The solutions that the company uses are nontoxic, non-corrosive, and non-irritating. None of the components are caustic nor acidic. In case of accidental consumption, they need to consume milk, water, or ice cream to flush the liquid out of their system and remove the unwanted taste it may leave in their mouth.

Cyalume Technologies, Inc. is a pioneer and unquestionable world leader in chemical lighting solutions. They are trusted by the US Military and government agencies for over 40 years. Their products are expertly engineered and crafted in the USA to a full set of strict quality standards. They manufacture chemical lighting solutions for tactical and safety applications.

Cyalume Technologies, Inc. originated and continues to pioneer advancements in chemical light technologies. Their persistence to quality, pledge to manufacturing non-toxic products, and dedication to made in USA cements their place as the undisputed worldwide leader in chemical light technology.



NANJING BESSEN GLOW TECHNOLOGY

They stand to quality standards and ability and successfully meet the varying demands of their esteemed clients. With years of experience and expertise they are good in everything. From manufacturing to prompt supply, these led them to Australia, Canada, France, New Zealand, United Kingdom of overall market share and annual revenue estimating around approximately 5 million US Dollar.



SINO GLOW INDUSTRIAL

They are offering long lasting and ultra-bright premium glow sticks which is the best quality glow sticks in the market. There is a full range of glow products, including glow bracelets, glow necklaces, glow novelties and glow in the dark products. Particularly, industrial glow sticks which are safety glow sticks, military glow sticks, glow sticks for fishing. Premium glow sticks that they provided are ultra-bright, 9 vibrant bright colours, long shelf life of 3-4 year, no duds, no leaking, non-toxic, non-flammable, phthalate free, CPSIA compliant and EN71 certified. The unbeatable prices and directly from glow sticks manufacturer and also free shipping to major western countries with no minimum order.

High quality glow sticks with customers' label sticker, customized print packaging is welcomed for all of importers, distributors, dealers, agencies, traders and online store companies from every country in the world.

SWOT

BIODEGRADABLE COMPONENTS

KOL

None of the competitors are using biodegradable components to manufacture glow products. So, we will be the pioneer to provide a biodegradable glow bracelet.

2

Cooperate with some large-scale company

Cooperate with Event Company KL (YOLO events), CK Events Management, Jiggee, Pulse Asia and more. By cooperating with them, they could use our glow sticks in the event. This will also help to promote our product.

Media social

3 cooperate with KOL (key opinion leaders), so that they could help us on promoting our product.

Good attitudes

04

Good before or after sales service

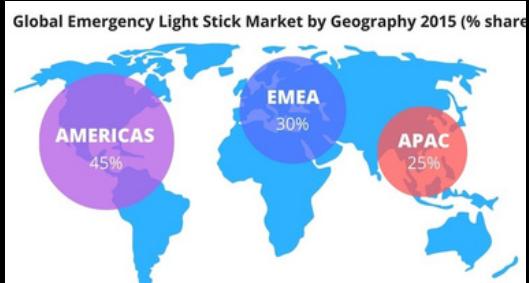
Before sales service, we will answer the questions from our customers and also provide some information that they need.

After sales service, we will also help the customers to solve their problem based on the products that they bought from us.

**PARTY!
PARTY!
PARTY!**

SEGMENTATION

GEOGRAPHIC SEGMENTATION



Based on geographic segment , the market are analyzed from across north america (United States, Canada and Mexico), Europe (Germany, France, United Kingdom, Russia, Italy), Asia Pacific (China, Japan, Korea, India and Southeast Asia), South America (Brazil, Argentina, Colombia). They were recorded use the glow bracelet as their emergency light.

DEMOGRAPHIC SEGMENTATION

The glow bracelet product are not focusing to any gender or age because the consumer can use this product for their certain purpose. This glow bracelet product have many advantages in addition to being used as a children's toy.



BEHAVIORAL SEGMENTATION



This glow bracelet product could divides consumers into groups according to the following characteristic:-

Occasion: The consumer will buy this product during a special promotion or some celebrations or festivals.

Loyalty Status: We always get the higher demand from the military resident.

PSYCHOGRAPHIC SEGMENTATION

The glow bracelet become the lifestyles to the military resident as their flare alternatives. The properties of glow bracelet that is light and no need to use the batteries or no need to recharged make easier for consumer to bring this product anywhere. Consumer were also use this product in entertainment and outdoor activities.



OBJECTIVE

- To reduce battery wastage due to the use of flashlights.
- For light sources when conditions that LED lighting are not suitable for use.
- For military and police tactical units use.
- Can be used as an emergency light when blackout or getting lost in a dark area.
- Can also be used for entertainment such as clubs, concerts or parties.
- Can tolerate high pressures such as underwater.
- For the student that like to study until midnight, can use the glow bracelet as the light sources to save the bills electricity.
- Can be used as alert for all road users to the cyclist that put the glow bracelet at the body of their bicycle.

VALUE PROPOSITION

Customer profile for Glow Bracelet

Customer job: Glow bracelet consumer are from the chemistry lover and follow the latest trend, driven by efficiency of chemical glow and aspirational lifestyles.

Gains: Consumer want to have an unbreakable LED lamp, something that is carry less and have a fun experience in the palm of their hand.



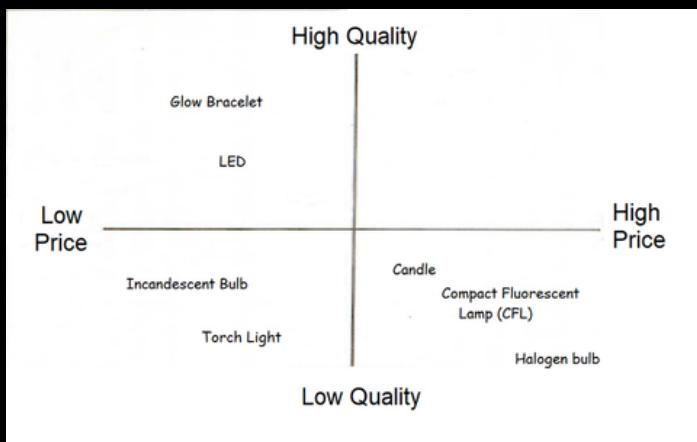
Value Map for Glow Bracelet

Gain creators: Glow bracelet offers an unique power that can be bent or shaped, offering the most high quality product with the chemical reaction inside.

Pain Relievers: Glow bracelet are made of the plastic that will not easily broken when dropped hard or being stepped on and also lightweight.

POSITIONING

WHAT IS UNIQUE OF OUR PRODUCT FROM ANOTHER COMPANY OF LIGHT SOURCES ?



The Glow Bracelet are known as the fluorescent Lamp. From the map, we can see that Glow Bracelet are the higher rank that is have high quality with a low price. Why is Glow bracelet is most of the best light sources than LED and another light sources ?

GET YOUR GLOW
BRACELET
NOW !

- Cheap
- Not use any batteries
- Safe for everyone use
- Made of plastic that is not easily damage
- Easy to wash if exposed to chemical stains
- The glowing duration in long time (9-12hrs)
- Lightweight
- Portable
- Waterproof
- Malleable
- High durability in weather exposure
- Tolerate high pressure such as under water



MARKETING PROGRAM

Product

GLOW BRACELETS



A glowing bracelet is a fantastic item to be used in the dark. The glow bracelets are made from silicone, which is recyclable, flexible, incredibly durable and water resistant. The bracelets can glow for 8 hours and above. The glow bracelets are provided in multicolor, yellow, blue, red and green.

Price

We use **cost-plus pricing** to set up glow bracelets' price. This pricing strategy can avoid the business from getting losses and lower the price competition between competitors.

- RM2 for one glow bracelet
- RM5 for 3 glow bracelets
- RM17 for 10 glow bracelets



Promotion



Promotion is a set of activities designed to communicate a product, brand, or service with the consumers. Our business use advertising, social media to promote glow bracelets,

1. Advertising - Any form of communication that involves payment. Promoting products to consumers through interesting and entertaining content. Advertisement is spread through print media, broadcast, internet, and television.

2. Social media - Social media platform allows business to develop their brand and build a good relationship with consumers. By using social media, the company can share a wide range of information about the product with a lot of people in a short times.

Using marketing mix tools (4P) to achieve marketing objectives

Place / Distribution



Convenience store like 7-Eleven and 99 Speedmart on just about every corner across the country. Thus, it is more reachable to consumers, as they can get glow bracelet easily. Due to the various location of convenient store, there will be visited by different kind of customers. Thus, these store become a product test area for new launched product.

Distribute glow bracelets in varieties of market. E-commerce platform plays a vital role in buying and selling products nowadays. This trend allows business to sell their product in a more accessible way. There are no limitations for consumers to access our products as long as internet capabilities are available. In addition, young people prefer to use the online platform as their shopping channel. Thus, distributing glow bracelets through E-commerce platforms must be beneficial as the youngers are our target market.



Relationship Marketing

- To form long-term relationships with customers.
- Using social media, a company can create and maintain a stable relationship with customers.
- Regularly updating the latest promotions and discounts may be the most attractive part for customers.
- Besides, the company should always engage customers with social media. For instance, customers who use the company's product and mention us in their post will be given a chance to win a lucky draw.
- Regularly get feedback from customers' review after using the glow bracelets. If there are any defecies, company should apologise and improve instantly.
- Customer service is essential to provide a good purchasing experience to customers. Thus, customer service helps retain customers and improve the company's reputation through positive reviews and word-of-mouth recommendations.



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