



COMPANY REPORT

Prepared by
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Chief Executive Officer



COMPANY PROFILE

Your Plants, Our Passion

The aim of this company report is to provide a thorough analysis of the company's performance, operations, and financial health. It aims to identify the company's strengths, weaknesses, opportunities, and threats, allowing stakeholders to make informed decisions and provide recommendations for future growth and sustainability.

BRIEF HISTORY OF ERWY

ERWY is a Bahrain-based company that specializes in plant-care solutions. The company was established by a group of plant enthusiasts who identified a common problem: keeping a consistent watering routine. After conducting extensive research and development, ERWY launched its first product M.A.I., a smart device that automates the watering process. M.A.I. is engineered to simplify and enhance the plant-care experience, and to promote the optimal health and growth of plants. Since its inception, ERWY has received public recognition and media attention, including an exclusive interview with Bahrain TV.

VISION & MISSION STATEMENTS

Vision:

In our envisioned future, we see a world where self-irrigating systems revolutionize plant care, effortlessly fostering green living and championing environmental stewardship.

Mission:

Our mission is to alleviate the burden of plant care for our customers, stepping into the role of plant nurturer in the absence of their owners. Through innovative self-irrigating solutions, we aim to ensure that every plant thrives, contributing to a greener and more sustainable world.

VALUES

- Passionate Stewardship:** We are driven by a deep passion for plants and the environment, inspiring us to create solutions that promote responsible plant care and sustainable living.
- Innovation Excellence:** We commit to continuous innovation, leveraging cutting-edge technology to develop smart devices like M.A.I. that redefine and elevate the plant-care experience.
- Customer-Centric Dedication:** Placing our customers at the heart of our mission, we strive to provide solutions that not only meet but exceed their expectations, ensuring a seamless and rewarding plant-care journey.
- Quality Assurance:** We uphold the highest standards of quality, ensuring that every product, particularly M.A.I., reflects our commitment to durability, reliability, and optimal performance.
- Educational Empowerment:** We believe in empowering our customers with knowledge. Through educational initiatives, we aim to enhance their understanding of plant care, environmental impact, and the benefits of our innovative solutions.
- Community and Environmental Impact:** Committed to making a positive impact, we actively engage in community initiatives and promote environmentally friendly practices, contributing to a greener and healthier world.
- Transparency and Trust:** We value open and transparent communication, building trust with our stakeholders by sharing insights into our products, practices, and the values that guide our company.



S.W.O.T ANALYSIS

S
Strengths

Founder Expertise: ERWY was established by a team of avid gardeners who have a deep knowledge of the market and the customer segment.

Sustainability Orientation: The company offers innovative and environmentally friendly gardening solutions, catering to the increasing consumer preference for green practices.

W
Weaknesses

Pricing Strategy: ERWY's products are priced higher than the average gardening products, due to the use of sustainable materials and processes, which may affect the customer's perceived value and purchase intention.

Material Procurement: The company faces challenges in sourcing quality and affordable materials for its products, which can affect the production efficiency and profitability.

O
Opportunities

Educational Marketing: The company can leverage its expertise and sustainability orientation to create educational content and programs for the target audience, enhancing the brand image and expanding the customer base.

T
Threats/Risk

Economic Uncertainty: The company is vulnerable to the changes in the economic conditions and consumer behavior, which can influence the demand and sales of gardening products and services.

M.A.I? WHAT'S THAT?

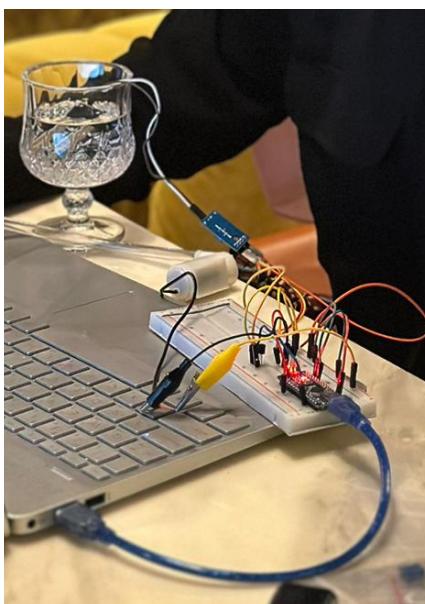


ERWY introduces a revolutionary self-irrigating water system, M.A.I. (Miniature Automatic Irrigator), that transforms the plant-care industry. This state-of-the-art innovation utilizes advanced moisture sensor technology to deliver an automated and smart solution that optimizes the hydration level for plants. ERWY's system overcomes the limitations of conventional irrigation methods that often result in overwatering or under watering, by employing a complex algorithm that evaluates the data gathered by the moisture sensors.

Our process involves rigorous code testing through online simulations and building a prototype circuit to test the equipment and code in various scenarios and environments. After thorough testing, the components are permanently soldered and undergo another testing cycle. Once validated, the components are placed in a sealed circuit box attached to the tank, with the sensor ready to take readings. This meticulous approach ensures the reliability and effectiveness of our system in monitoring and adjusting moisture levels.

Ornamenting your garden while we water it in your absence. MAI is dedicated to those who wish to keep their plants alive even when they're unable to pay them their attention.

KEY ACHIEVEMENTS

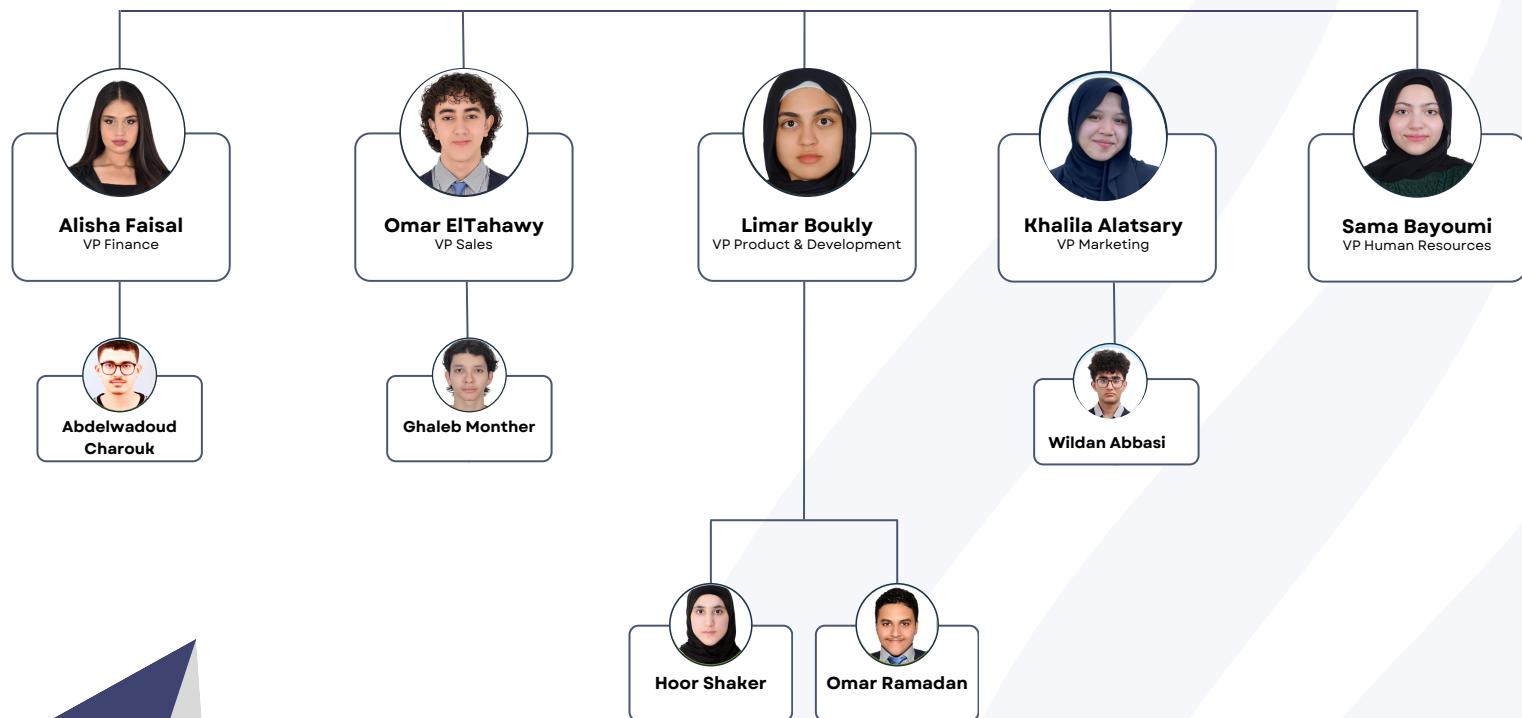


- Development of an innovative product: M.A.I is a state-of-the-art device, M.A.I will never underwater or overwater plants, making it perfect for every plant you own
- Brand Recognition and Exposure: We have managed to have a successful interview with Bahrain TV, which lead to a mass exposure to our brand.
- Remarkable fundraising success: the ERWY team managed to host an event that garnered unprecedented support from both students and teachers. Notably, this event was entirely organized by our dedicated team, marking a significant milestone in the school's history as it has never been done before

ORGANIZATIONAL STRUCTURE



Marwan Badawy
CEO



ERWY FAMILY

OUR SALES PLAN

ERWY is a limited B2C company affiliated with the Injaz company program, focusing on the needs of gardeners. The company offers a unique solution to reduce the burden of plant care and ensure effortless growth for customers' flowers and plants. The product, M.A.I (Miniature Automatic Irrigator), prevents overwatering or underwatering by automatically watering the plant over time.

The target market for ERWY consists of individuals seeking efficient and user-friendly plant care solutions. The company differentiates itself from competitors by offering a blend of efficiency and user-friendly design, positioning M.A.I as a plant care partner rather than just a product.

The sales team at ERWY, who are also Al Noor International School students, possess skills such as persuasion, negotiation, and diplomacy. They prioritize listening more and talking less to better understand customer needs. The team is willing to take calculated risks, provided the results are rewarding and resources are available to address any issues.

Sales pricing and promotion strategies include periodic discounts, coupons inside packaging for discounts, loyalty reward programs, personal deliveries to loyal customers, and free installation of M.A.I.

Key strategies and tactics involve utilizing QR codes for customer reviews and surveys, emphasizing the one-time purchase of M.A.I as a cost-saving alternative to hiring gardeners or buying new plants. The benefits of effortless plant growth are explained to customers.

ERWY's strengths include the uniqueness of its product, a favorable gross profit margin, a large target audience, and effective sales promotion strategies. Weaknesses include the product's price, size, and vulnerability to negotiations.

The revenue goal for ERWY is to achieve a minimum monthly revenue of 300 BHD with a assumed profit margin of 40%. To meet this goal, at least 15 M.A.I units need to be sold each month.

In summary, ERWY aims to penetrate the market with its innovative plant care solution, leveraging its unique features and effective sales strategies to achieve revenue targets and establish itself as a leading provider in the industry.

MARKET RESEARCH

- EVALUATE FEASIBILITY.
- UNDERSTAND TARGET CUSTOMERS.
- EVALUATE COMPETITION.

This market research report assesses the feasibility and potential of M.A.I (Miniature Automatic Irrigator) as a smart and eco-friendly plant watering solution. The key points covered in the report include:

MAI Overview: MAI is a smart irrigation system that uses moisture sensors to water plants automatically, targeting urban dwellers with busy lifestyles or frequent travel.

Market Size: for automatic plant irrigators is difficult to determine precisely due to it being a niche category, but the broader irrigation automation industry is projected to reach \$8.96 billion by 2027. The smart home market, including plant watering devices, is expected to reach \$135.3 billion by 2025

Customer Analysis: The target customers for MAI are individuals who love plants but have limited time or space. They value convenience, reliability, and eco-friendly solutions. Tech-savvy and environmentally conscious consumers willing to pay a premium for innovative products are the primary target.

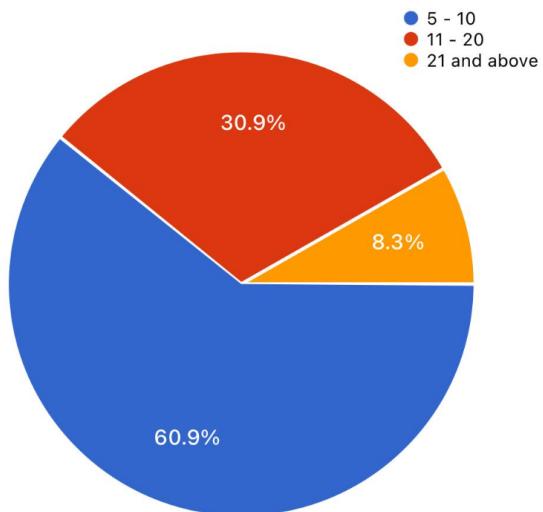
Competitor Analysis: M.A.I faces competition from other automatic and smart watering systems such as Tomorotec, Kollea, Blumat, Raindrip, Lechuza, Kärcher, Vegepod, and Orbit12. M.A.I differentiates itself by offering unique features and addressing common issues found in competitor products.

Recommendations: The report suggests positioning MAI as a smart, innovative, and eco-friendly solution. Product development should focus on enhancing features and addressing any limitations. Target marketing efforts towards urban dwellers and utilize online channels for distribution and promotion. Collaboration with influencers and industry-related organizations is recommended. Development of an app is also encouraged in the future

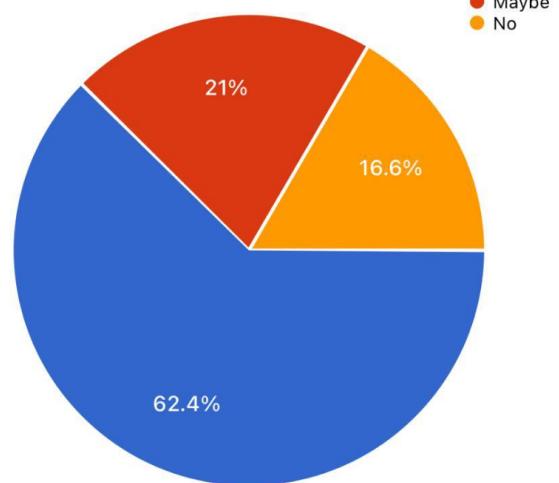
Implications: Implementing the recommendations can help ERWY increase market share and differentiate MAI from competitors. Challenges may arise from increased competition and changing customer expectations. There are opportunities for expansion and diversification beyond Bahrain.

Conclusion: M.A.I is deemed feasible, practical, and capable of creating value for customers, the industry, and the environment. The product has a competitive advantage and can leverage the growing demand for smart home devices and water conservation initiatives. Continuous improvement and innovation will be crucial for future success.

AGE GROUPS INTERESTED



PEOPLE INTERESTED IN A SMART WATERING SOLUTION



The marketing team conducted an online survey and gathered the following results.

Citations

- <https://www.thisoldhouse.com/gardening/89267/best-automatic-plant-waterer>
- <https://www.t3.com/features/best-garden-watering-system>
- <https://www.grandviewresearch.com/industry-analysis/irrigation-automation-market>
- <https://www.statista.com/outlook/dmo/smart-home/bahrain>
- <https://www.t3.com/features/best-garden-watering-system>



FINANCIAL STATEMENTS

BALANCE SHEET

ERWY												
Assets												
	Current Assets	Cash	204	122.5								
		Inventory		64								
		Fixed Assets			2.5							
		Other										
		Assets Total		204	189							
Liabilities												
	Current Liabilities	Debts										
		Deferred Revenue										
		Expenses	29.2	89.4								
		Fixed Liabilities										
		Other										
		Liability Total		29.2	87.4							
	Owner's Equity			174.8	101.6							

PROFT LOSS STATEMENT

ERWY												
Revenue		January	February	March	April	May	June	July	August	September		
sales		0										
Passive income		204	122.5(61.5+61)									
Total revenue		204	122.5									
Expenses												
Domain expense		5										
printing			15.4									
Utility bills												
Stationary		24.2	(5.5+2.5)8									
Research & development			64									
Marketing and sales												
Other												
Total Expenses		29.2	87.4									
Net Income		174.8	35.1									



POTENTIAL RISKS AND CHALLENGES, MITIGATION STRATEGIES AND COMPETITIVE ADVANTAGE

RISKS

- **Increased Competition:** One potential risk is the emergence of new competitors or existing competitors strengthening their presence in the market. This could lead to price wars, reduced market share, and a need to differentiate the M.A.I product.
- **Technological Advancements:** Rapid advancements in technology may pose a challenge as new and more advanced plant watering solutions enter the market. Keeping up with technological trends and ensuring that M.A.I remains competitive and relevant in terms of features and functionality is crucial.
- **Customer Acceptance and Adoption:** There is a risk that customers may not fully accept or adopt the M.A.I product due to skepticism, lack of awareness, or resistance to change. This could impact sales and market penetration.

MITIGATION STRATEGIES

- **Continuous Innovation:** To mitigate the risk of increased competition, ERWY should focus on continuous product innovation and improvement. This can be achieved by regularly enhancing MAI's features, incorporating user feedback, and staying up-to-date with industry trends to maintain a competitive edge.
- **Market Research and Customer Education:** Conducting market research to understand customer needs and preferences better will help in aligning the MAI product with customer expectations. Additionally, investing in educational marketing campaigns to create awareness about the benefits of MAI and its ease of use can mitigate resistance to adoption.
- **Strategic Partnerships and Alliances:** Forming strategic partnerships with influencers, gardening experts, or related organizations can help build credibility and generate positive word-of-mouth for MAI. Collaborating with retailers and online platforms for distribution and promotion can also increase visibility and customer adoption.

COMPETITIVE ADVANTAGE

- **Differentiated Features:** Emphasize the distinctive features of MAI, such as advanced moisture sensing technology, customizable watering settings, and seamless integration with mobile apps for remote monitoring and control.
- **Quality and Reliability:** Highlight the superior quality, durability, and reliability of MAI compared to competitors. This can be supported by customer reviews, testimonials, and warranty guarantees.
- **Environmental Sustainability:** Showcase MAI's eco-friendly nature, emphasizing its water conservation capabilities and contribution to sustainable plant care practices. Positioning MAI as a green solution can attract environmentally conscious customers.
- **Pricing and Value:** Offer competitive pricing while emphasizing the value proposition of MAI, including the time and effort saved, improved plant health, and convenience provided to customers.

KEY TAKEAWAYS AND LEARNINGS FROM THE COMPANY PROGRAM

- **Entrepreneurial Skills:** The INJAZ Bahrain Company Program provided us with hands-on experience in developing and running a business. We gained knowledge in various entrepreneurial aspects, such as business planning, team collaboration, marketing, financial management, and problem-solving.
- **Teamwork and Collaboration:** Working with each other taught us the importance of effective communication, cooperation, and leveraging individual strengths to achieve our common goals. We developed insights into team dynamics and learned how to resolve conflicts and foster a positive work environment.
- **Adaptability and Resilience:** Throughout the program, we encountered challenges and setbacks that required quick thinking and adaptability, one of them being joining the program at late December. We learned to embrace change, learn from failures, and persevere to overcome obstacles and achieve our desired outcomes.
- **Customer-Centric Approach:** The program emphasized the significance of understanding customer needs and preferences. We learned the importance of conducting market research, gathering customer feedback, and continuously iterating our product or service to meet customer expectations.



We would like to express our sincere gratitude to Ms Fatema Abdulla AlNoaimi, and program organizers of the INJAZ Bahrain Company Program. Your dedication, guidance, and support were instrumental in our entrepreneurial journey. Your expertise, encouragement, and belief in our potential helped us overcome challenges and achieve success. Thank you for providing this invaluable opportunity and for contributing to our growth as aspiring entrepreneurs.