

# Smart Necklace

## Brand Name

Neckfinity 无限颈步

## Features

- Colour & style customization
- Mosquito repellent
- Regularly release refreshing spray
- Location tracking using app
- Wireless charging via collecting solar energy
- Bone conduction satellite emergency call

## Vision

- Neckfinity's vision is to make our products synonymous with security, style and cutting-edge technology - so that whenever people think of a necklace, they think of safety, sophistication and Neckfinity.

## Mission

- Neckfinity's mission is to become a household name and the most cost-effective smart wearable brand in Southeast Asia, with every household owning one!

## Objectives

- To successfully achieve sales of 1,000 necklaces in the year 2025.
- Open 5 branches in Malaysia in the year 2025.
- Net profit of at least 10 percent of cost per year before 2027.

# SWOT Analysis

## Weaknesses

- The product might be difficult to elicit trust from customers since there are only a few similar products in the market.
- The pursuit of the ultimate technology has the potential to reduce the portability of the product.
- Company has a weak presence in the market and few customers can recognize it since the company is newly established.

## Strengths

- Our product can satisfy the fashion requirements by women and men but also taking care of security concerns of the users.
- Our product offers an efficient customization feature where the product's cover is removable and can be easily changed to another cover with different styles everywhere and anytime.
- Our product provides two ways of charging: Wireless Charging and Solar Charging. It can be charged automatically using solar energy outside.

## Threats

- The manufacturing cost may be high and lead to less profit earned.
- Limited competitive ability in the industry of smart devices.
- The availability of vendors may be limited and the vendor replacement might be difficult.

## Opportunities

- Negotiation of cooperation opportunities with private schools since the parents mostly will be concerned about the safety of their children at school or other places.
- Expandable brands, products and markets.
- Patents application for the technology of plug and play necklace cover.

## Cost

Component	Price (RM)	Reference
Bone Conduction Sensor	3	<a href="https://detail.1688.com/offer/692574230932.html?spm=a26352.13672862.offerlist.58.2af">https://detail.1688.com/offer/692574230932.html?spm=a26352.13672862.offerlist.58.2af</a>

		<a href="#">93662dfRRYH</a>
Solar Cell Panel	3	<a href="https://detail.1688.com/offer/858901795502.html?spm=a26352.13672862.offerlist.89.58f11e62ie7zau">https://detail.1688.com/offer/858901795502.html?spm=a26352.13672862.offerlist.89.58f11e62ie7zau</a>
Battery (300 mah / 8g / 6 - 8 hours)	8	<a href="#">3.7v Li-PO Battery Lithium Polymer Bateri 402030 602030 602040 803050 103040 150mah 300mah 450mah 800mah 1200mah   Shopee Malaysia</a>
Control Processor	1	<a href="https://detail.1688.com/offer/736582037089.html?spm=a26352.13672862.offerlist.84.4d621e62rLDO9Y&amp;cosite=-&amp;tracelog=p4p&amp;_p_isad=1&amp;clickid=602eeeb8050a41bc9aae4e092cd54548&amp;sessionid=99f2a241efbb4edc582d40d9f17d5bb9">https://detail.1688.com/offer/736582037089.html?spm=a26352.13672862.offerlist.84.4d621e62rLDO9Y&amp;cosite=-&amp;tracelog=p4p&amp;_p_isad=1&amp;clickid=602eeeb8050a41bc9aae4e092cd54548&amp;sessionid=99f2a241efbb4edc582d40d9f17d5bb9</a>  <a href="#">nRF52840 - Bluetooth 5.3 SoC - nordicsemi.com</a>  <a href="#">NRF52840-QIAA-R Nordic Semiconductor ASA   RF and Wireless   DigiKey</a>
Wireless Charge Receiver Model	5	<a href="https://detail.1688.com/offer/875158554025.html?spm=a26352.13672862.offerlist.169.26881e62bZepDi">https://detail.1688.com/offer/875158554025.html?spm=a26352.13672862.offerlist.169.26881e62bZepDi</a>
Wireless Charger	14	<a href="https://detail.1688.com/offer/810236841800.html?spm=a26352.13672862.offerlist.1.241f1e62DWlfXj&amp;cosite=-&amp;tracelog=p4p&amp;_p_isad=1&amp;clickid=6097af3cee794b1b8bfafecf3ff2fe6&amp;sessionid=97fda5790950c9361dd4e74dda1d76fb">https://detail.1688.com/offer/810236841800.html?spm=a26352.13672862.offerlist.1.241f1e62DWlfXj&amp;cosite=-&amp;tracelog=p4p&amp;_p_isad=1&amp;clickid=6097af3cee794b1b8bfafecf3ff2fe6&amp;sessionid=97fda5790950c9361dd4e74dda1d76fb</a>
Micro GPS Model	68	<a href="https://detail.1688.com/offer/788889422295.html?spm=a26352.13672862.offerlist.78.58d11e62L3OGvM">https://detail.1688.com/offer/788889422295.html?spm=a26352.13672862.offerlist.78.58d11e62L3OGvM</a>
Emergency Satellite Calls Model - call function component	21	<a href="https://detail.1688.com/offer/602923249284.html?spm=a26352.13672862.offerlist.4.74bd1e62PUckk7">https://detail.1688.com/offer/602923249284.html?spm=a26352.13672862.offerlist.4.74bd1e62PUckk7</a>
Emergency Satellite Calls Model - Iridium dedicated ceramic patch antenna	70	<a href="https://www.sekorm.com/news/58406284.html">https://www.sekorm.com/news/58406284.html</a>
Cover Model (Customize)	15	<a href="https://detail.1688.com/offer/711971528148">https://detail.1688.com/offer/711971528148</a>

		<a href="http://detail.1688.com/offer/709126013282.html?spm=a26352.13672862.offerlist.22.52ba1e62UeHmx&amp;cosite=-&amp;tracelog=p4p&amp;_p_isad=1&amp;clickid=b170c95c75a348feb82b62505b2239b4&amp;sessionid=2f8d33e5f2420f9cd9d7e7704ff7a784">html?spm=a26352.13672862.offerlist.22.52ba1e62UeHmx&amp;cosite=-&amp;tracelog=p4p&amp;_p_isad=1&amp;clickid=b170c95c75a348feb82b62505b2239b4&amp;sessionid=2f8d33e5f2420f9cd9d7e7704ff7a784</a>
Aroma diffuser tablets	3	<a href="https://detail.1688.com/offer/709126013282.html?spm=a26352.13672862.offerlist.55.3bca1e62HYMAzt&amp;cosite=-&amp;tracelog=p4p&amp;_p_isad=1&amp;clickid=f9b86f37c6dd4e788c2fde548072d351&amp;sessionid=5e009522d1fe42b97b272b6fdf52103b">https://detail.1688.com/offer/709126013282.html?spm=a26352.13672862.offerlist.55.3bca1e62HYMAzt&amp;cosite=-&amp;tracelog=p4p&amp;_p_isad=1&amp;clickid=f9b86f37c6dd4e788c2fde548072d351&amp;sessionid=5e009522d1fe42b97b272b6fdf52103b</a>
<b>Device Total Costs</b>		221
Satellite Call Service Fees (monthly)		220
Total Product Cost		441

<https://www.starlink.com/service-plans>

## Marketing Analysis

[https://www.perplexity.ai/search/you-are-now-started-a-business-ZRHHWjSeSEi6XDODpgJ\\_vg?0=d&login-new=true&login-source=visitorGate](https://www.perplexity.ai/search/you-are-now-started-a-business-ZRHHWjSeSEi6XDODpgJ_vg?0=d&login-new=true&login-source=visitorGate)

# Finance

Advertising and Promotion	147000	147000	147000
Business Licenses and Permits ----- Partnership RM 60/year + RM 5 / branch Business Premise License RM 500 / year	565	575	585
Computer and Internet			
Continuing Education	8000	8000	8000
Depreciation	300	300	300
Insurance			
Meals and Entertainment ----- Water dispenser RM 250 Nescafe 3 in 1 RM 400 Microwave RM 200	1500	1000	1000
Merchant Account Fees	1500	1500	1500
Miscellaneous Expense	1500	1500	1500
Office Supplies ----- Chair - RM60 * 10 Stationary - RM500 Table - RM60 * 10 Rack - RM15 * 5	1775	575	575
Payroll Processing	1075	1720	2150
Postage and Delivery	100	100	100
Printing and Reproduction ----- Printer RM 200 Ink RM 120	500	500	500
Repair and Maintenance	3000	3000	3000

Rental Payments	6000	6000	6000
Salaries	25000	25000	25000
Utilities	5600	5600	5600
App Development	3000	3000	3000
Website Development	1500	1500	1500

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