

# Best Product Report

## • Picture Book

The 'RayRay and the Little Fox's Adventure' picture book has been recognized by our team as this year's Best Product due to its creativity, sustainability, and innovation. As global environmental awareness increases, the book effectively delivers engaging educational content that inspires children to care about the environment. It has been well-received by consumers and aligns with our core mission, promising continued positive impact.

### (i) The Mission of the Picture Book

Our team developed this picture book to promote innovative learning methods for children by blending traditional reading with interactive technology in alignment with the 'STEAM' education philosophy. Each element in the picture book meets the criteria of 'STEAM'—science, technology, engineering, art and mathematics. The narrative addresses three environmental themes, highlighting the impact of human activities on nature to instill early environmental awareness and foster a love for reading in English. Additionally, the interactive features (AR technology, Arcade MakeCode Interactive Games, Animation) offer an engaging educational experience that enhances children's logical thinking skills.

### (ii) Product Promotion Strategy

#### Pricing Strategy

Our team primarily referred to the 3C pricing strategy adopted by Apple Inc. to achieve optimal product pricing:

#### Product Cost Analysis (Cost)

The production cost of the picture book encompasses labor, printing, distribution costs and packaging expenses. Through meticulous analysis and optimization, we have successfully maintained the cost per book under RM30. This effective cost control strategy not only boosts market competitiveness but also positions the company for future scalability and profit growth.

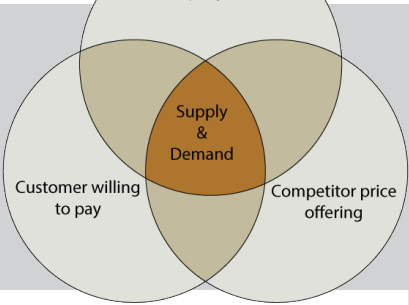
#### Target Consumer (Customer)

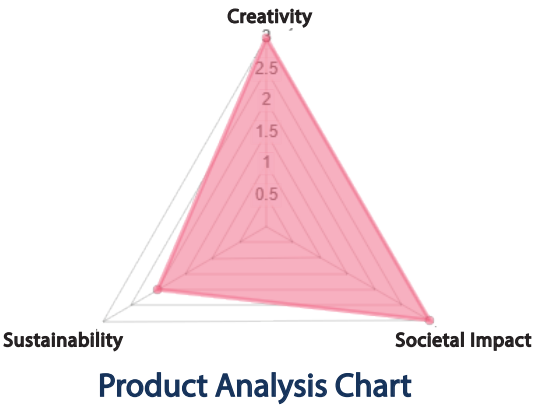
This product targets environmentally conscious parents of children aged nine and under in the mid-to-high-end educational market. These parents value educational products that foster academic skills and environmental awareness. They are willing to invest in high-quality, innovative tools that engage young learners while aligning with their sustainability values, providing a premium educational experience.

\*The pricing strategy of setting a price just below a round number (e.g., RM38 instead of RM40) leverages psychological pricing, making consumers feel they are getting a better deal and increasing the likelihood of purchase.

#### Market Positioning and Competition (Competition)

Market research indicates that similar environmentally themed children's picture books are priced between RM20 and RM30. After a thorough comparison of features, design, brand influence, and the added value of the reading experience, a price of RM38 has been established. This price reflects a careful consideration of labor costs and aims to achieve an optimal balance between quality and cost.





STEAM Information

#### How our picture book supports STEAM learning

##### Science

Focuses on environmental education, teaching children about real-world ecological issues.

##### Technology

Incorporates AR technology, animations, and interactive games to enhance the learning experience.

##### Engineering

Focuses on environmental education, teaching children about real-world ecological issues.

##### Art

Blending creative storytelling with visually captivating illustrations, encouraging imaginative thinking and fostering an emotional connection to environmental themes.

##### Mathematics

Enhances logical thinking and spatial awareness, key elements in STEAM learning.

Marketing Strategy	Details
Sustainability-Centered Messaging	The book's narrative and activities emphasize environmental protection, engaging children in understanding nature. All marketing materials reflect this, appealing to eco-conscious consumers.
Recognition and Credibility	Awarded under SDG 4.7 for promoting sustainable education, which boosts brand credibility and positions the book as an essential educational tool for sustainability.
Collaborations with Educational Institutions	Partnered with kindergardens and schools for interactive workshops, storytelling sessions, and creative activities like bottle cap art to instill environmental awareness from a young age

(iii) Manufacturing Strategy

Ray Enterprise's picture book offers three special features for an enhanced reading experience: AR technology, animations, and arcade makecode interactive games.

01 AR technology:

▪ Readers can use the camera on their smartphones or tablets to scan the pages of the picture book, bringing characters to life on the screen in 3D animation.

▪ Constructivist Learning Theory (Piaget, J. 1973& Vygotsky, L. S. 1978) asserts that learners build knowledge through experiences. By visualizing waste consequences, children grasp both the problems and solutions, such as recycling and conservation, fostering a sense of responsibility for environmental protection.

02 Animations:

▪ The book includes animations at the end, offering two versions of the story's conclusion, blending traditional print with electronic elements for a unique experience.

▪ Animations are enhanced with sound effects and music, enriching the children's learning experience.

▪ According to Howard Gardner's theory of multiple intelligences (1983), visual learners benefit from images and visual elements, boosting their learning efficiency.

03 Arcade MakeCode Interactive Games:

▪ The book features three interactive games across chapters, including beach cleaning, waste sorting, and solar panel mini-games, teaching sustainability in a fun, engaging way.

▪ According to Self-Determination Theory (Deci & Ryan, 2000), completing tasks boosts children's confidence and motivation to learn.

▪ Game rewards encourage engagement and increase interest in reading.

(iv) Competitive Advantage

Advantages	Details
SDG 4.7 & 12.8 Certification	The picture book has achieved recognition under the Malaysia APPGM-SDG Certification for SDG 4.7. This certification highlights its commitment to providing quality education on sustainable development principles, ensuring that the content effectively contributes to environmental awareness among children.
ISBN & National Library Listing	By obtaining an International Standard Book Number (ISBN) and being listed in the Malaysia National Library, the book is made widely accessible to the public and researchers. This enhances its visibility and serves as a valuable resource for environmental education, inspiring more children to learn about sustainability.
Enhancing Reading Proficiency	The book uses simple language and engaging stories to foster a love for reading in children. With only 34% of Malaysian children reaching proficient reading levels, as noted by the World Bank, it aims to improve comprehension and boost literacy.
Team Collaboration	The picture book was created through a diverse team's collaboration, adding depth to the story by incorporating various perspectives and experiences. This enhances character development and makes the narrative more relatable and impactful for children

• SDG Certification

Organizer




Sponsorship







• Future Plans

• Action Plan#1: THE MUSEUM OF PICTURE BOOK ART








The 100 Malaysia Children's Picture Books are divided into several categories. Please note the subject matter may overlap so each book is categorised by its key subject matter.

**Category: Concept books**  
Concept books are picture books typically for the very young.



Brave Katie Adventure Series      Goodnight Bedtime Story      Yusof Gajah series      Knockety, Knockety Knock!

**Category: Environment / Nature**  
The selected picture books feature the environment in a fun and interesting way that will enable children not only to understand the physical world around them but also to interact and to protect the environment



The Water Folks: Return Home      Spoonie's Journey      PIPA      Forest scene

Our team's picture book has been invited to compete in the TOP 100 Malaysia Children's Picture Books selection and will be showcased at the event in 2025.

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SOCIETY FOR PROMOTION OF  
SUSTAINABLE DEVELOPMENT GOALS  
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Hi Elaine,  
We have decided to support your book.

1. APPGM-SDG Secretariat endorsed the book, including the use of APPGM-SDG official logo, which we will send to you.
2. Sponsorship of RM3,000 to subsidise printing of 300 copies under SDG4.7.
3. Invite a teacher and student to our Youth Summit to showcase/ share their work. Sponsor your trip.
4. Launch the book at our Youth Summit.
5. Provide an exhibition space to showcase your current and past work.

We want Pay Fong Middle School to inspire other schools.

Rachel,  
Please process the payment today if possible.  
Bank: Hong Leong Bank:  
Account no.: 026-01-007534  
Account name: Pay Fong Middle School, Malacca.  
Amount: RM3,000

Zoel,  
 Please send our logo artwork to Elaine for inclusion of our logo in the book as well as their publicity material.

Regards,

Anthony Tan Kee Huat  
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Our team has been invited to participate in the Youth Summit at the end of November, where we will share and showcase our picture book.