



اَوْنَبُوْزِ سَيِّدِيْ بَاتِيْكَوْ لُوْ كِيْ مَبَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA

TECHNOLOGY BLUEPRINT FOR IONIC DETOX BATHTUB

Faculty	:	Faculty of Applied Sciences (FSG)
Program	:	Bachelor Of Science (Hons.) Biomolecular Science
Program Code	:	AS244
Course	:	Technology Entrepreneurship
Course Code	:	ENT600
Semester	:	5
Group Members	:	1. AQILAH BINTI MOHD SHAHARI (2016668292) 2. NUR FARHANA BINTI MUHAMAD LOKMAN AL-HAKIM (2016668082) 3. MOHAMAD LUQMAN HAKIM BIN MOHD NAZAN (2016668276) 4. NUR FAIDATUL NADHIRAH BINTI MAT (2016668238)

**Submitted to
 JUNAINAH JUNID**

**Submission Date
 25 June 2018
 TABLE OF CONTENTS**

Contents

Page

1.0 EXECUTIVE SUMMARY	1-2
2.0 PRODUCT OR SERVICE DESCRIPTION	2-5
3.0 TECHNOLOGY DESCRIPTION	5-7
4.0 MARKET RESEARCH AND ANALYSIS	7-11
5.0 MANAGEMENT TEAM	11-13
6.0 ESTIMATED COST	13-14
7.0 PROJECT MILESTONES	15
8.0 CONCLUSIONS	15-16
9.0 APPENDICES	

1.0 EXECUTIVE SUMMARY

By visiting Medina salon and spa company as study research, we were discovered the improvements that may lead the business keep updated as the other spa company. We were focused to spa because there are a lot of products services lacks in their company. So that, we were suggested our product development to their company for upgrade the standard as a spa company. We were suggested ionic detox bath tub as product development. This product was inspired by the combination of aroma therapy bath tub and also modern ionic detox foot. By taking these two elements, we considered its will save the electricity and time of people who are willing to get this product services. We are taking this effort to introduce this product as this company is not readily yet have the services. So, we were taking this opportunity to recognize our product for them and decide to commercialize the product.

As figure out the study by interviewing the manager of the company, we found the target market of the services. This business was introduced to all range of the people, people in rehab and included career-driven women. These products were applied in Medina company in two or three units. These products also provided in maintenance by replacing the rubber blockage used during detox session.

The estimated costs that we decided when get some information in internet and getting the comparison with the existing machinery is RM 180. The cost was estimated and decided in range as we found each existing product in market like ionic detox foot bath and therapy bath tub were higher than our innovation products. This will gives an opportunity to our customers saving their money to our product services.

By determining the strength and weakness of the company, we were considered the advantages and disadvantages. We also discovered the comparison the strength and weakness of nearby company in salon and spa field. By making checklists to the company and other companies, we can determine the competitor strengths. These also

help them to improve their services in good quality either on the system or the customers' satisfaction. Introducing the ionic detox bath tub to the company may help them to upgraded their status in spa treatment and promotes them becomes more creative and innovative promoting the latest technology to their regular customers. This method will let them more compete to the other spa company and readily commercialize their services being getting the same level to the high level modern spa companies.

In Medina salon and spa company, their management was organized. There were an operational manager, administration manager, marketing manager and financial manager work together to make sure the business in good condition. All the managers were cooperated and interact with each other to consider the suggestions before taking the final decision. A few staffs participated in the organization also help the manager to get the feedback and their customers' desire to beauty during giving the services. Not only the managers and their staffs involved, the supporting professional advisors and services like advertisement studio that help them to commercialize the product to the customers through posters, videos and banners.

2.0 **PRODUCT OR SERVICE DESCRIPTION**

Ionic bathtub is an idea generated by combining existing machinery which is a multi-stream bathtub that was installed with ionic detox machinery. This innovation is derived from the time-consuming detox as well as relaxing bath that can only be done one at a time. The ionic foot detox was installed at the end of the bathtub which this will helps to reduce toxins in customers' body. In order to avoid the water flow and mix from upper side to the lower side of the bathtub which, we decided to put an obstacle between them. The obstacle is made up of rubber and a hole is design to fit in the customers' foot. So, the customers would not have to worry if the water mix since the foot ionic detox will produce cloudy water. The bathtub was also modified via its water flow which gives more soothing and relaxing condition. Ionic bathtub not only focuses on beauty services but also in health services. The estimated length of the bathtub which is 45inch and the width is 30 inches. The material used for tub is acrylic (synthetic plastic), stainless steel

for the pipe and synthetic polymer used for the foot detox case. Estimated weight for the bath tub is 50kg.

The primary application of ionic bathtub is to get rid of toxic in customers' body which is from the foot ionic detox that was placed at the end of the bathtub. This will help the customers feel a lot healthier in any range of ages and people in rehabilitation also can utilize this ionic bathtub. Next, the secondary application of our product is it gives more soothing and relaxing condition to the customers as we modified the bathtub through the water flow in the bathtub. The water flow can help to stabilize the blood circulation in customers' body.

Most beauty spa had commonly use the bathtub for soothing and relaxation with variety kind of aroma and soap. These items can give benefits to our body and health. On the other hand, foot ionic detox is not commonly found in the beauty spa. Foot ionic detox is a natural method of assisting the body in eliminating harmful toxins, heavy metals, and other harmful foreign matter. The difference that we offered through this product is the combination of both foot ionic detox and therapy bathtub. From this, they can work as dual function in one session of treatment which is very time consuming. Ionic bath works when the electrical current passes through a set of plates in a module that is immersed in the water inside the foot bath tub. The foot bath water contains a special sea salt, so it has the mineral concentration of water from the ocean. While the client's feet are in the water, positive and negative ions are emitted by the foot bath system. This re-energizes the body and the red blood cells. It eliminates toxins that are stored in fat, kidneys, liver, bowels, and skin. The foot bath also triggers the body's lymphatic system, which helps with continuing detoxification for up to 24 to 48 hours after a session. During a session, the client will lay down in a bathtub. The foot ionic detox will be located at the end of the bathtub which work at the same time. Based on our research, most customers find that the foot ionic detox are very relaxing and it is not unusual for them to fall asleep. The session takes about 30–40 minutes. Some people may experience a slight tickling or tingling sensation from the ionic detox foot bath. At the same time, the customers can also enjoy relaxing and feel sooth from the aroma of soap in the bathtub.