



# E-PROCEEDINGS

## INTERNATIONAL TINKER INNOVATION & ENTREPRENEURSHIP CHALLENGE (i-TIEC 2025)

"Fostering a Culture of Innovation and Entrepreneurial Excellence"



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**23 January 2025**  
**PTDI, UiTM Cawangan Johor**  
**Kampus Pasir Gudang**

### **ORGANIZED BY:**

Electrical Engineering Studies, College of Engineering  
Universiti Teknologi MARA (UiTM) Cawangan Johor  
Kampus Pasir Gudang  
<https://tieg-uitmpg.wixsite.com/tieg>

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## CONTENTS

PREFACE	i
FOREWORD RECTOR	ii
FOREWORD ASSISTANT RECTOR	iii
PREFACE PROGRAM DIRECTOR	iv
ORGANIZING COMMITTEE	v
EXTENDED ABSTRACTS SCIENCE & TECHNOLOGY	1 - 618
EXTENDED ABSTRACTS SOCIAL SCIENCES	619 - 806

## PREFACE

It is with great pleasure that we present the e-proceedings of International Tinker Innovation & Entrepreneurship Challenge (i-TIEC 2025), which compiles the extended abstracts submitted to the International Tinker Innovation & Entrepreneurship Challenge (i-TIEC 2025), held on 23 January 2025 at **PTDI, Universiti Teknologi MARA (UiTM) Cawangan Johor, Kampus Pasir Gudang**. This publication serves as a valuable resource, showcasing the intellectual contributions on the invention and innovation among students, academics, researchers, and professionals.

The International Tinker Innovation & Entrepreneurship Challenge (i-TIEC 2025), organized under the theme "Fostering a Culture of Innovation and Entrepreneurial Excellence," is designed to inspire participants at various academic levels, from secondary students to higher education students and professionals. The competition emphasizes both innovation and entrepreneurship, encouraging the development of product prototypes that address real-world problems and have clear commercialization potential. By focusing on technological and social innovations, i-TIEC 2025 highlights the importance of turning creative ideas into viable, market-ready solutions that can benefit users and society. The extended abstracts in this e-proceedings book showcase the diverse perspectives and depth of research presented during the event, reflecting the strong entrepreneurial element at its core.

We extend our sincere gratitude to the contributors for their dedication in sharing their innovation and the organizing committee for their hard work in ensuring the success of the event and this publication. We also appreciate the support of our collaborators; Mass Rapid Transit Corporation Sdn. Bhd. (MRT Corp), Universitas Labuhanbatu, Indonesia (ULB), Universitas Riau Kepulauan, Indonesia (UNRIKA) and IEEE Young Professionals Malaysia, whose contributions have been instrumental in making this event and publication possible.

We hope that this e-proceedings book will serve as a valuable reference for researchers, educators, and practitioners, inspiring further studies and collaborations in both innovation and entrepreneurship. May the knowledge shared here continue to spark new ideas and market-ready solutions, advancing our collective expertise and fostering the growth of entrepreneurial ventures.

**A-SS004 - A-SS121**

A-SS004: SMART APPLICATION FOR STUDENT'S DAILY LEARNING MANAGEMENT .....	623
A-SS011: REVOLUTIONIZING FASHION RETAIL THROUGH VIRTUAL TRY-ON TECHNOLOGY .....	628
A-SS020 THE IDEATION OF MODEBORO UPCYCLING OUTFIT ON BORO SASHIKO TECHNIQUE FOR ECO-FRIENDLY PRODUCTION .....	634
A-SS053: THE ENLIGHTENMENT EXPERIENCE: INTERPRETATION PLAN DEVELOPMENT FOR TELUK INTAN HERITAGE GETAWAY.....	641
A-SS071: CPI2E: AN INTERACTIVE SIMULATION GAME.....	646
A-SS086: FRUITFUL DELIGHTS: PREMIUM BASKETS FOR HEALTH AND OCCASION .....	649
A-SS095 PLANET HERO: UNCOVERING HOW TO SAVE OUR EARTH .....	654
A-SS099: SPARK AND SENSE: ENGAGING DO IT YOURSELF (DIY) SENSORY PLAY CONTENT .....	661
A-SS101: INNOVATION IN STEM EDUCATION: INTEGRATING MATHEMATICS AND ENTREPRENEURSHIP.....	667
A-SS104: NURTIPULSE PROTAINER: TRANSFORMING FITNESS WITH PERSONALISED TRACKING AND SUPPLEMENTATION INSIGHTS .....	672
A-SS119: SOLV.IT.....	677
A-SS121: APPLICATION: LADYLINE .....	683

## **A-SS086: FRUITFUL DELIGHTS: PREMIUM BASKETS FOR HEALTH AND OCCASION**

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### **ABSTRACT**

Fruit baskets are a popular gift around the world because they symbolise health and wealth but not in Malaysia. This idea of business is intended to run a fruit basket company that caters to individual tastes by providing customisable options. It is planned to get the fruits for a lower price from nearby suppliers. Gift baskets can be elevated from basic to premium with the addition of extras like chocolates, nuts, or gourmet cheeses, which many of our services provide. By leveraging e-commerce and delivery networks, fruit basket services can enhance the ability of customers to send considerate gifts over long distances. It is also planned to offer the product for particular events and client preferences, adapting the offerings to seasonal availability, cultural festivals, and market trends. With the goal of becoming a popular modern gifting option, fruit basket services offer convenience, creativity, and health benefits. Plastic or other non-biodegradable materials are going to be used to wrap these baskets, polluting the environment. As more people become aware, they want eco-friendly alternatives because they are concerned about sustainability and the harm that plastic waste causes. This product contributes to global efforts to reduce environmental impact while also improving the appearance of fruit baskets.

**Keywords:** fruit basket, gift, e-commerce delivery, eco-friendly packaging

### **1. Product Description**

Fruit gifting is not a popular way to give gifts in Malaysia, despite being a centuries-old cultural tradition that represents health, prosperity, and goodwill. We believe this is an intriguing new product with the potential to become a profitable business. It is planned to operate a fruit basket business by offering customisable options to meet customer preferences. The fruits can be obtained from local farms, which typically offer a lower price. Many services supplement our offerings with complimentary items such as chocolates, nuts, or gourmet cheeses, transforming simple baskets into premium gift hampers. Fruit basket services can be improved by utilising e-commerce and delivery networks, which allow customers to easily send thoughtful gifts over long distances. We tailor our services and products to seasonal availability, cultural festivals, and market trends, providing curated selections for specific occasions and customer preferences. Fruit basket services provide convenience, creativity, and health benefits, with the hope of becoming a popular modern gifting option.

## 2. Picture



**Figure 1.** An example of Fruit Basket Packaging

**Figure 1** depicts a beautifully wrapped fruit basket. The basket contains a variety of fresh fruits, such as apples, oranges, and possibly kiwis, all covered with a sheer white mesh fabric tied with a decorative bow. The design suggests it is intended as a thoughtful gift or gesture of goodwill, suitable for occasions like expressing gratitude, sending get-well wishes, or celebrating a special event.

## 3. Novelty and uniqueness

Fruit basket providers offer diverse gift options for diverse recipients. Businesses in this industry may explore various growth paths to maximise their potential, such as expanding their market or adapting to modern consumer preferences. Strategically implementing these opportunities can boost profits, expand reach, and foster client loyalty. One of the most promising strategies is market expansion- provide delivery, decoration with many different decorations. Businesses value employee gratitude, client appreciation, and event freebies as profitable paths. Fruit basket services can become essential collaborators in professional gifting by offering customised solutions for business needs. Customisation options, like themed assortments and packaging, may boost market appeal. Fruit basket services can capitalise on the growing focus on wellness and health. To promote their products as thoughtful gifts and health-conscious options, businesses can partner with exercise communities, wellness initiatives, and die-conscious customers.

Successful e-commerce integration is crucial in the digital age. Customers appreciate the convenience of receiving fresh fruit daily or customised gift baskets through mobile apps and user-friendly websites. Increasing client loyalty and engagement through subscriptions



ensures consistent revenue. Use seasonal and themed promotions to boost sales during the holidays. Gifting is prevalent during holidays and cultural events, with buyers favouring themed baskets or temporary sales for convenience and meaningfulness. Taking advantage of these opportunities can significantly boost sales and awareness for businesses. Finally, prioritising sustainability has moral and practical benefits. Eco-friendly packaging and ethical sourcing attract environmentally conscious customers who prioritise sustainability in their purchases. This focus enhances the brand's reputation and distinguishes it in a competitive market. Thus, implementing these strategies may yield significant benefits for fruit basket services growth. Entering new markets, embracing digital transformation, or following sustainability and health trends offer many opportunities. Effective implementation of these strategies can enhance long-term performance, profitability, and relevance for businesses.

#### **4. Benefit to mankind**

1. Health and Wellness: Fruit baskets encourage a healthy lifestyle by providing nutritious, fresh produce. These thoughtful alternatives to sugary snacks and processed foods promote healthy eating habits.
2. Versatility: Fruit baskets can be tailored to the customer's preferences and dietary needs, making them ideal for a variety of occasions.
3. Cultural Significance: Fruits are often associated with prosperity, good fortune, and health across cultures. Fruit baskets are a traditional and meaningful gift for milestones and celebrations.
4. Eco-Friendliness: Fruit basket services prioritise sustainable practices by using biodegradable packaging and sourcing locally grown produce, meeting the growing demand for environmentally conscious gifts.
5. Convenience: Fruit basket services offer online ordering and delivery, allowing customers to save time and effort when sending gifts across long distances.
6. Corporate Gifting: Fruit baskets are a professional and thoughtful way to express gratitude to employees, clients, or partners, fostering positive relationships.
7. Material innovation such as basket and decoration involve using plant-based, biodegradable fibres such as bamboo, jute, hemp, or recycled paper, as well as innovative bioplastics. Use moisture-resistant natural coatings to protect the fruit.

#### **5. Innovation and Entrepreneurial Impact**

As previously stated, this business idea was created because many Malaysians did not see it as a gift; we intend to make it a more preferred method of giving and sending gifts. Usually, Malaysians bring fruit as 'buah tangan' to people who are sick only; however, we intend to change this practice so that fruit baskets are preferred even during festive occasions such as Hari Raya.

Fruit basket services benefit relationships, the economy, the environment, and health, while also providing a practical solution. These services benefit individuals, communities, and

society by meeting diverse needs while adhering to modern principles. Fruit basket services promote healthier lifestyles, which is one of their main benefits. These services encourage healthy eating habits by providing customers with fresh, nutrient-dense fruits. Eliminating processed and unhealthy diets could significantly improve public health. Fruit basket services can reduce the prevalence of lifestyle-related diseases like obesity and heart disease by reducing unhealthy eating habits. Fruit basket services offer unparalleled convenience while also promoting good health.

It also provides a convenient way for corporations and busy individuals to give thoughtful gifts. Fruit basket services make it easier to select, assemble, and deliver a memorable gift, saving time. These services are ideal for both private and business events, ensuring that customers' gifts are valued without requiring extra effort. These services help strengthen interpersonal relationships. A fruit basket is a thoughtful gift that can strengthen relationships and foster goodwill in work environments. Fruit baskets can be used to express gratitude to customers, congratulate friends, or show support for loved ones.

## **6. Potential commercialization**

This is a new product that is intended to be heavily commercialised. Many people are likely to accept the health benefits and habits of eating fruits. The reason is that many people are aware of the importance of eating healthily. It is also eye-opening for the younger generation, which has shown a tendency to consume unhealthy foods containing cheesy, oily, and sugary ingredients. This product will be successful with effective advertising methods.

## **7. Acknowledgment**

We would like to express my heartfelt gratitude to Universiti Teknologi MARA (UiTM) Sabah for their continuous encouragement and support. The institution's commitment to fostering an environment of growth and excellence has greatly inspired us throughout our journey. We deeply appreciate the encouragement from the faculty, staff which has played a crucial. We look forward to contributing positively to the university community and to the broader society in the future.

## **8. Authors' Biography**



Associate Professor Dr. Noorziah Mohd Salleh, an experienced entrepreneurship lecturer at Universiti Teknologi MARA with over 20 years of expertise, is a dynamic and knowledgeable educator who inspires students through innovative thinking, equips them with practical business skills, and connects them to real-world opportunities to foster their success in creating and growing ventures.



Muhammad Khairul Haziq Khamis is a first-year student pursuing a Bachelor of Hotel and Tourism Management Science (Hons) at Universiti Teknologi MARA. He excels in both outdoor and indoor athletics, particularly in football and badminton. Despite his talents, he faces challenges in maintaining a healthy diet. In his quest for a balanced lifestyle, he dedicates his research to integrating innovation in consumer goods with sustainable development practices to create healthier food options.



Nur Fatin Farhanah Malik is a first-year student of Bachelor of Hotel and Tourism Management Science (Hons) at Universiti Teknologi MARA. As a homebody, she enjoys establishing a comfortable and harmonious environment, and she frequently uses her time at home to recover and look at. Her love of athletics keeps her active and motivated, while her practical ideas bring value and inspiration to her group.



Nurul Syafiqah Ajirin is a first-year student of Bachelor of Tourism Management Science (Hons) at Universiti Teknologi MARA. She is a full-time student and also a full-time housewife. Despite the challenges of managing both roles, she is able to perform and complete her tasks efficiently. She has also contributed several ideas for improvements, such as objectives for a fruit basket business.