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“Optimizing Innovation in Knowledge, Education and Design”

EXTENDED ABSTRACT



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Assalamualaikum warahmatullahi wabarakatuh,



First and foremost, I would like to express my gratitude to the organizing committee of i-Spike 2023 for their tremendous efforts in bringing this online competition a reality. I must extend my congratulations to the committee for successfully delivering on their promise to make i-Spike 2023 a meaningful event for academics worldwide.

The theme for this event, 'Optimizing Innovation in Knowledge, Education, and Design,' is both timely and highly relevant in today's world, especially at the tertiary level. Innovation plays a central role in our daily lives, offering new solutions for products, processes, and services. By adopting a strategic approach to 'Optimizing Innovation in Knowledge, Education, and Design,' we have the potential to enhance support for learners and educators, while also expanding opportunities for learner engagement, interactivity, and access to education.

I am awed by the magnitude and multitude of participants in this competition. I am also confident that all the innovations presented have provided valuable insights into the significance of innovative and advanced teaching materials in promoting sustainable development for the betterment of teaching and learning. Hopefully, this will mark the beginning of a long series of i-Spike events in the future.

It is also my hope that you find i-Spike 2023 to be an excellent platform for learning, sharing, and collaboration. Once again, I want to thank all the committee members of i-Spike 2023 for their hard work in making this event a reality. I would also like to extend my congratulations to all the winners, and I hope that each of you will successfully achieve your intended goals through your participation in this competition.

Professor Dr. Roshima Haji Said
RECTOR
UiTM KEDAH BRANCH



WELCOME MESSAGE (i-SPIKE 2023 CHAIR)



We are looking forward to welcoming you to the 3rd International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023). Your presence here is a clear, crystal-clear testimony to the importance you place on the research and innovation arena. The theme of this year's Innovation is "*Optimizing Innovation in Knowledge, Education, & Design*". We believe that the presentations by the distinguished innovators will contribute immensely to a deeper understanding of the current issues in relation to the theme.

i-SPIKE 2023 offers a platform for nurturing the next generation of innovators and fostering cutting-edge innovations at the crossroads of collaboration, creativity, and enthusiasm. We enthusiastically welcome junior and young inventors from schools and universities, as well as local and foreign academicians and industry professionals, to showcase their innovative products and engage in knowledge sharing. All submissions have been rigorously evaluated by expert juries comprising professionals from both industry and academia.

On behalf of the conference organisers, I would like to extend our sincere thanks for your participation, and we hope you enjoy the event. A special note of appreciation goes out to all the committee members of i-SPIKE 2023; your dedication and hard work are greatly appreciated.

Dr. Junaida Ismail

Chair

3rd International Exhibition & Symposium Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023)

RUSH - MULTIFUNCTIONAL MAKEUP KIT

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ABSTRACT

The objective of this innovation is to make people who are using make-up save time when they are busy. Therefore, this multifunctional makeup kit comes with different types of makeup in one product so that we don't have to take out other products. This multifunctional makeup is put in a small container with different types of products. These small containers can be refilled if it's finished. Unlike the makeup products you always see on social media where they serve one purpose, our multifunctional makeup combines multiple cosmetic functions into one product, providing multiple benefits to the user. With Rush, users can simplify their beauty routine by using one product that offers a variety of cosmetic ingredients. Our multi-functional makeup products are able to meet the various needs of makeup fans. Our multi-functional makeup products are priced according to a number of essentials, such as the level of innovation, manufacturing and packaging. Our products can help the problem in terms of time for users to make up because our products combine several steps into one product, multi-functional make-up products save time. Most consumers who always buy make-up products, they often face problems where each product they need to make-up has a relatively high cost where they have to buy make-up one by one and in the end the cost they need is very high. We solve this problem by combining several products into one box to reduce packaging waste, multifunctional makeup products can help reduce the negative impact on the environment. Overall, we recommend consumers who are looking for convenience, economy, simplicity and eco-friendliness in their beauty routine to buy our multi-functional makeup products.

Keywords: makeup, multi-functional, kit, cosmetic, beauty

INTRODUCTION

The innovative product we have created is called multifunctional make-up kit called "Rush". Our products are revolutionary concepts in the cosmetics industry that offer convenience, versatility and efficiency to your daily beauty routine. Unlike the makeup products you always see on social media where they serve one purpose, our multi-functional makeup kit combines multiple cosmetic functions into one product, providing multiple benefits to the user. With Rush, users can simplify their beauty routine by using one product that offers a variety of cosmetic ingredients. Our innovative products can save you time for makeup. Our multi-functional makeup products are able to meet the various needs of makeup fans.



Figure 1. Image of the product

PROBLEM STATEMENT

Our multi-functional makeup kit can help users with a variety of issues. Here are some common problems that can be solved. Firstly, is the problem of time constraints. Our products can help the problem in terms of time for users to make up because our products combine several steps into one product, multi-functional make-up products save time. For example, our multi-functional products can reduce the user's time searching for makeup tools.

Secondly, high cost. Most consumers who always buy make-up products, they often face problems where each product they need to make-up has a relatively high cost where they have to buy make-up one by one and in the end the cost, they need is very high. Buying one-by-one items for each makeup application can be quite high. By combining several functions into one, our multifunctional products are the answer they are looking for. With this method, customers can create multiple looks without having to purchase several separate products.

Therefore, the problem of make-up items that take up space. Make-up users often complain that they have to pack a large variety of cosmetics. The compact and portable nature of makeup products make multi-functional makeup products suitable for use anywhere. For example, users can take our products wherever they need, such as when traveling. Travelers can save space and streamline their cosmetic routine by packing things efficiently.

Finally, the negative impact on the environment. Through excessive packaging and

disposable items, the cosmetics business contributes significantly to the production of waste. We solve this problem by combining several products into one box to reduce packaging waste, multifunctional makeup products can help reduce the negative impact on the environment. Overall, we recommend consumers who are looking for convenience, economy, simplicity and eco-friendliness in their beauty routine to buy our multi-functional makeup products.

PRODUCT NOVELTY

Our innovative makeup products provide many advantages, multi-functional makeup sets themselves apart from other products on the market. Here are some distinguishing features of multipurpose cosmetics

First, it is easy to carry. Our products combine many types of makeup into one product, multi-functional makeup products offer convenience to users. This saves one's time and space to carry or store in your handbag. Moreover, the versatility of the beauty items we've put into our products allows customers to create multiple looks or take care of multiple beauty needs with one item. For example, the lipstick that we have put in our product can be used as a blusher. With that, our product has many advantages if the user is very creative in the use of makeup items.

In addition, organize products. Our multi-functional makeup products help users streamline the makeup steps by combining multiple steps into one product. This is especially useful for those who prefer a minimalist style or have little free time for makeup. Finally, it is a cost-effective product. Any user who has already purchased our product can save money over time and reduce waste by using one item for several applications by replacing the need for multiple products.

PRODUCT FUNCTIONALITY

The function of our product is for people who are in a rushing situation or those who do not have much time to apply makeup, such as when they wake up late and do not have time to do their makeup, so our product can be used as emergency makeup. This is because our product has a basic makeup application that can be used anywhere. Also, this set of makeup items that we have innovated has a small mirror, so customers do not have to worry if they do not have a mirror because our product has the mirror affixed together with the product which makes it easier for users to use it anywhere and at any time.

In addition, for a first-time user of makeup who just started to learn makeup, our product is really suitable for them because it has the basics makeup application. So it is easier for them to learn how to use basic makeup without worrying about what other products that they need to buy as a first-time user.

We designed the packaging into a small cylinder shape with a mirror and chain. Our main objective for this product is to make it easier for customers to bring it everywhere whenever they are in a rush. Other than that, the customer can reuse the packaging once the product has been used up, which can help the environment by reducing waste. It is also small and really convenient to bring it everywhere.

The difference between our product and the other product is that they are easy to carry

anywhere and can also be used as necklaces, so customers who use our product “RUSH” do not have to worry if they don't have time to use make-up and instead of that, they can save their time by not wasting their time to search for one product make-up in their make-up bag.

PRODUCT COMMERCIALIZATION

This product aims few target markets. First, working customers, particularly those with busy schedules, usually favor products that make a person’s beauty easier. Second, In-Transit Customers: People who travel frequently or are constantly on the move favor compact and versatile products. Third, the minimalists who can be catered to by cosmetics with multiple effects. Fourth, consumers who prioritize natural ingredients, skincare benefits, and UV protection may be interested in multifunctional cosmetics with added skincare benefits. Fifth, consumers who prioritize sustainability and waste reduction may be attracted to multifunctional cosmetics that eliminate the need for separate packaging and reduce overall product consumption. Sixth, Budget-Conscious Shoppers: Customers who are conscious of their expenditures may be interested in multifunctional cosmetics products because they provide multiple benefits in a single purchase, thereby saving money compared to purchasing individual products.

A product's selling price is the amount of money a purchaser pays to acquire it. It is a price that is greater than the cost price and involves a profit margin. After calculating the cost of the materials used in the production of the prototype, we determined that the price of the final product will begin at RM30.00 due to the higher quality materials that will be used. Our product is priced at this level because our target market consists primarily of teens and adults aged 20 to 30. Because our products are reasonably priced and cheap, they are much simpler to get than those of competing brands. Even though it is less expensive than comparable items, it is of high quality.

A marketing strategy is a company's comprehensive plan for attracting potential customers and converting them into consumers. First, in order for the “RUSH” product to be profitable, we would advertise it on social media platforms such as Instagram, Tik Tok, and Facebook. The Platform enables the creation of product-related posters and videos for app user advertisements. Second, we would also sell the product on the online shopping apps such as Shopee, Lazada, and Tik Tok shop. Due to the fact that many people now purchase goods online, this platform is ideal for selling our products. After purchasing a product, these applications also permit users to provide feedback. Positive feedback can be used to attract more consumers, while negative feedback can be used to improve the product.

CONCLUSION

In conclusion, our product has significant impacts on the environment, society, and economy. It is said to have an effect on the environment due to the fact that our product containers can be utilized after the product has run out by storing other items inside. Consequently, recycling has an impact on the environment. It is also used before and after the product's completion. This will have an economic impact on the supplier of this product, as it can be marketed internationally. This product is also one of the locally produced items, as the majority of commercial products in Malaysia are imported from other countries. Consequently, it is unlikely that many people would choose this product, as the quality of our

products is comparable to that of other branded items. In addition, it can also provide employment opportunities for those who want to make a side income as an agent of our products. In this way, it can help students or the unemployed to earn income.

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