

E-BOOK OF EXTENDED ABSTRACT

THE 14TH INTERNATIONAL INVENTION, INNOVATION & DESIGN COMPETITION 2025



14TH **INDES** 2025

ENVIRONMENTAL • SOCIAL • GOVERNANCE



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DESIGN COMPETITION 2025

Organized by:

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ABSTRACT

The study attempts to explain the processes of how the student entrepreneurs have overcome the challenges, offering valuable insights into how business promotion among young people can be sustained. However, there is very little empirical and documented evidence of scalable student enterprises that combine both creative design, technology, and operational efficiency. The current project is therefore aimed at establishing and developing Shazign Solution, a student-based printing and design group dealing with customizable jerseys and clothing. The findings are based on field operations, bulk order management, customer feedback, and the early adoption of digital tools.

Keyword: student entrepreneurship, design printing, AI tools, apparel business, innovation

1. INTRODUCTION

Student entrepreneurship plays a vital role in shaping future innovators and contributors to the economy. However, the sustainability and growth of student-based companies are still limited by lack of insufficient funding, lack of experience, and optimal efficiency in its operations. In the market segment of custom apparel market, which is particularly attractive to young customers, the major setbacks can include long lead times and limited design customization and reliance third-party services. This current paper introduces Shazign Solution, a student-owned design and print shop in Universiti Utara Malaysia which addresses these shortcomings by using technology for customization and internalizing operations. By doing so, the project not only enhance the scalability of businesses but also explores how effectively learning environments can nurture genuine entrepreneurial skills.

2. METHODOLOGY

To evaluate organizational performance, the research employed a pragmatic, field-based methodology that gathered data in real-world conditions. The team assessed bulk-order handling, collected ongoing customer feedback, monitored production schedules, and tested various online tools. Improvements in product and service quality were made using an iterative design-thinking approach.

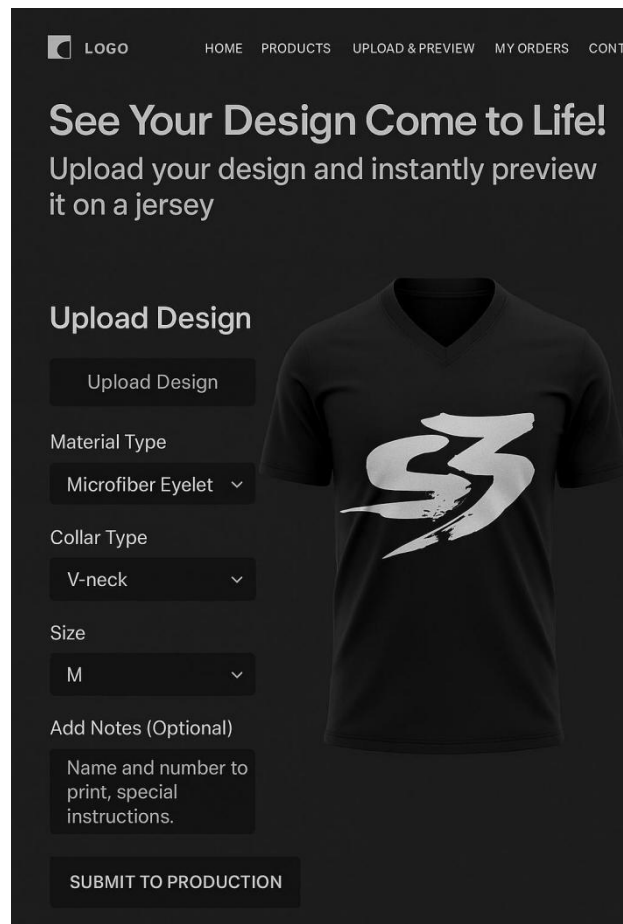
AI-based tools were introduced to provide customers with real-time previews of their designs, allowing for more accurate evaluation and approval before production. Additionally, strategic reserves of high-demand materials were maintained to minimize delivery delays and reduce dependence on external suppliers. Internal meetings and structured performance reviews were conducted to monitor workflow efficiency, customer satisfaction, and financial viability.

3. FINDINGS

The analysis identified three primary factors contributing to the enterprise’s success:

1. Youth-focused design: To meet customer expectations, the team created fashionable and personalized clothing—particularly jerseys—which are highly sought after by student clubs and sports teams.
2. AI adoption for efficiency: The use of AI-generated mock-ups significantly reduced the back-and-forth between designers and customers, improving order accuracy and accelerating production timelines.
3. Inventory policy: Maintaining a consistent stock of essential materials helped minimize production delays, especially during periods of high demand.

These measures not only increased customer satisfaction but also boosted order volume and strengthened the team’s confidence in building a sustainable business model within a university setting.

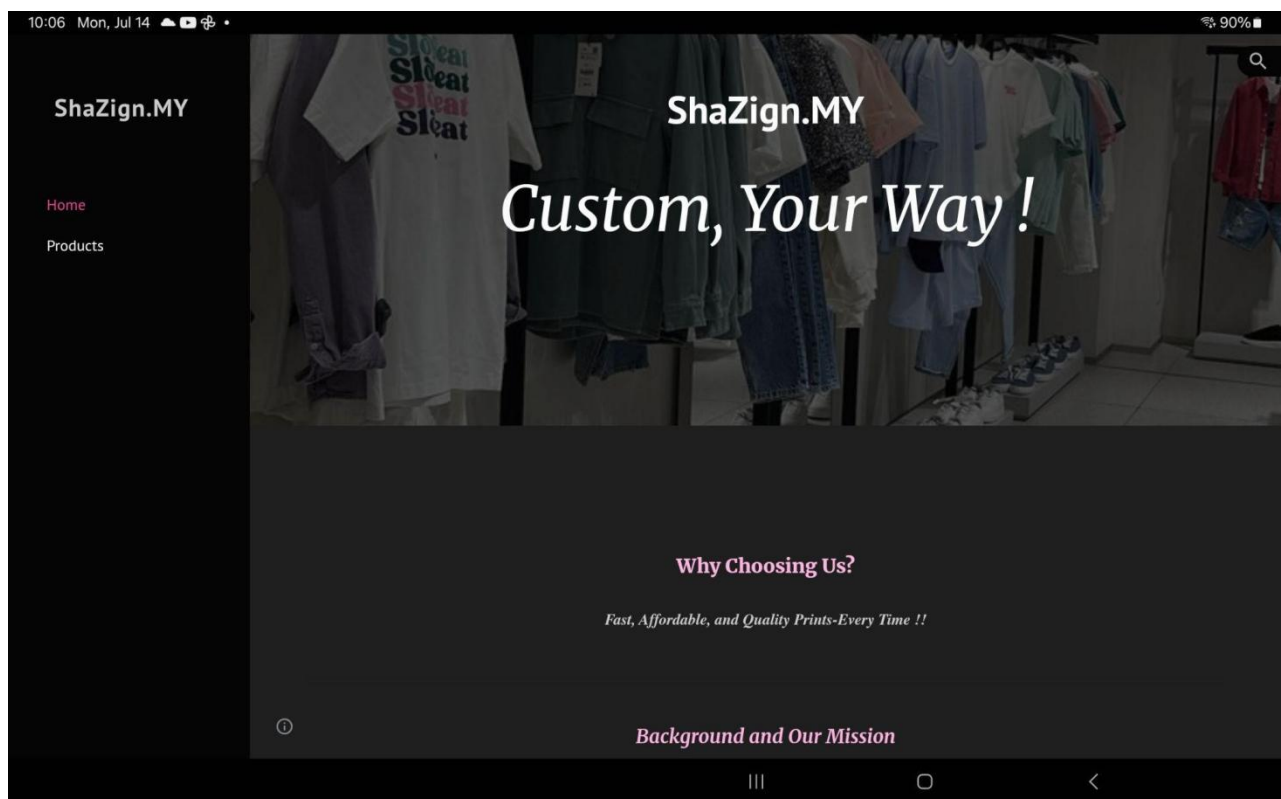


4. CONCLUSION

Shazign Solution serves as empirical evidence that youth-led enterprises are capable of overcoming traditional start-up barriers by leveraging creativity, operational planning, and digital technology. The project's development trajectory demonstrates that university environments when supported by mentor-ship and accessible resources which can provide an ideal ecosystem for entrepreneurial success.

As a result, educational institutions, governments, and investors are encouraged to move beyond simply "planting the seeds" of entrepreneurship. Instead, they should offer sustained support in the form of training, technology access, and operational infrastructure. In such an environment, initiatives like Shazign can evolve into professional, revenue-generating enterprises that deliver both economic and educational benefits.

REFERENCES





<https://sites.google.com/view/shazignmy/home>

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