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TEKNOLOGI
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2024



International Industrial Revolution 4.0 Exposition

"INNOVATING IDEAS, TRANSPIRING DREAMS"

ABSTRACT BOOK

Strategic Partners:



Perpustakaan
Sultan Badlishah

Organized By:

**COLLEGE OF COMPUTING, INFORMATICS AND MATHEMATICS,
UNIVERSITI TEKNOLOGI MARA, KEDAH BRANCH**

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UITM Cawangan Kedah Channel

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IREx 2024

The successful inauguration of IR4.0 Exposition IREx 2019 has witnessed ground breaking initiatives, ideas, and innovations materialised into numerous practical devices today. Treading on the same triumph, the College of Computing, Informatics, and Mathematics, UiTM Kedah is thrilled to announce the continuation of said event, IREx 2024 with the theme: *Innovating Ideas, Transpiring Dreams*.

The IREx 2024 aspires to incorporate even more exciting new technologies including, but not limited to, Information & Communication Technology (ICT), Educational Technology & Innovation (ED), Operational Excellence (OE), Internet of Things (IoT), Process Improvement, Ideas & Design, Multimedia, and Electronics that will chart new milestones in human history. This will serve as an excellent platform for scientists and innovators alike to meet the like-minded individuals and showcase inspiring ideas and notable innovations.

PROGRAM SCHEDULE

International Industrial Revolution 4.0 Exposition (IREx 2024)
21ST May 2024 (Tuesday)
Dewan Perdana, UiTM Kedah Branch

TIME	EVENT
8.00 – 9.00 am	Registration & Booth Set Up
9.00 am – 12.00 pm	Exhibition & Judging Session
12.00 pm – 2.00 pm	Obedient Drone Session & Break
2.00 pm – 5.00 pm	Official Closing & Prize Giving Ceremony
5.00 pm	Program Ends

Official Closing Ceremony

International Industrial Revolution 4.0 Exposition (IREx 2024)

TIME	EVENT
2.00 pm	Arrival of Guests and Participants
2.30 pm	Arrival of VVIP
	National anthem - Negaraku And Wawasan Setia Warga
2.40 pm	UiTM
	Welcoming Speech
3.00 pm	Rector's Welcoming Speech
	Officiating Speech
3.10 pm	Gimmick & Montage presentation
3.30 pm	Prize Giving Ceremony
4.00 pm	Photography
5.00 pm	Program Ends

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CATEGORY C

KEDAH PRICE CATCHER

Siti Rafidah Muhamat Dawam¹, Ahmad Nabil Ahmad Faris², Muhammad Mokhzani Noorzan³, Muhammad Fairus Ahmad⁴

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ABSTRACT - This research delves into the pricing dynamics of three indispensable commodities cooking oil, chicken, and rice in the Kedah area, addressing the pressing issue of escalating prices in Malaysia. The significance of this study stems from the imperative to monitor and comprehend the fluctuating pricing patterns of these high demand items. Existing research falls short of explicating the contentious nature of these prices, especially the mounting uncertainty and daily surges. The research question probes into the factors underpinning this volatility and examines why Malaysian consumers consistently grapple with these economic challenges. Employing a research approach that encompasses data collection from articles, news sources, and datasets, the study aims to provide a comprehensive analysis of pricing trends. The key message underscores the necessity for a profound understanding of the economic forces shaping the pricing dynamics of these essential items. Anticipated findings will illuminate the intricate interplay of factors influencing prices, contributing vital insights to the field, and serving as a foundation for informed policy decisions. Ultimately, this research seeks to address the concerns of both consumers and stakeholders in the Malaysian market, offering a valuable contribution to navigating the complexities of pricing in the current economic landscape.

Keywords: Price, Cooking oil, Chicken, Rice, Pricing.



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