



FACULTY OF APPLIED SCIENCES: BACHELOR OF (HONS) APPLIED SCIENCES

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

“SANIHAIR”

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TECHNOLOGY BLUEPRINT OUTLINE

1.0 EXECUTIVE SUMMARY

Nowadays, many people start worrying about their health for almost all parts of their body including their hair. Sanihair will provide the solution to prevent the presence of the bacteria, germs, and virus on people's hair. We can avoid the contamination of these bad bacteria, germs, and viruses to the public community especially for those who are staying in the big cities since this place has many areas of crowd people. Area with crowded people is a good portal for these bacteria, germs, and viruses to transmit from one person to another. Therefore, Sanihair is very important for those who stay in the big city. Despite, the Sanihair also contains zero amounts of ingredients that can make your hair dry when applied which is an alcohol. This Sanihair is only made from organic ingredients such as coconut oil, lavender essential oil, witch hazel essential oil, and lemon essential oil. These ingredients function as an antimicrobial, anti-inflammatory, anti-fungal, and antidepressant which are good for self-therapy. The structure of these Sanihair is oily-based but very easy to absorb on your hair even on skin too.

Other than that, Sanihair products also come along with a skin analyzer. The skin analyzer functions to measure your skin's moisture which is the level of water and oil on your head skins. Even this Sanihair has two ways to use, the size is still very compact and pocket friendly which means the user can easily put these Sanihair on pocket and handbags. We will introduce this new technology to the public, in order to reduce transmission of bad bacteria, germs, and viruses to our communities nowadays. Therefore, we can always stay in a health and safe community.

This Sanihair has functions and advantages not found in today's common sanitizer thus, providing a competitive advantage over more established competitors.

2.0 Product or service description

2.1 Details or description of the product

The product that is produced by my company is Livre Sdn. Bhd. is a Sanihair. The category for this product is hair and skin care. These products are very important since nowadays we still don't have a suitable sanitizer for hair in the market. The main function of this product is to make our hair free from bad bacteria and germs. Furthermore, from this factor which is exposed to the bad bacteria and germs, our hair will become unhealthy which can lead to dry hair, hair loss, and dandruff. After that, the sanitizer is made from only organic material which are coconut oil, witch hazel, tea tree essential oil, lavender oil, and lemon essential oil. The coconut oil contains 12-carbon Lauric Acid which makes up about 50% of fatty acids in the coconut oil which is very good to make the hair strong and moisture. The witch hazel has very good antimicrobial properties against the microbes. In addition, the function of the tea tree oil is antibacterial, antiseptic and antiviral which suit against the small amount of virus. The lavender essential oil will act as anti-inflammatory, anti-fungal, antidepressant which is good for self-therapy and antimicrobial as well. Then, the lemon essential oil has anti-infection, antiseptic as well, disinfectant and anti-fungal properties. Despite, the structure of this sanitizer is oil based and easy to absorb by skin and hair. Thus, this sanitizer also has a skin analyzer which functions to analyze our skin's head condition but this analyzer also can analyze any other parts of skin in our body such as hands.

2.2 Application of the product

2.2.1 Primary use

The main function of this product is to sanitize and make our hair free from bad bacteria and germs which can cause our hair to dry, lose and produce dandruff. It also can help to make our skin's head healthy when free from the bad bacteria and germs. The target user is for those who are not wearing a scarf, a man, kids, baby because it is safe since it only uses organic matter to produce. After that, since it contains coconut oil, it can make

our hair more shiny and stronger which means it is hard for bacteria to come and destroy the hair.

2.2.2 Secondary use

The additional use of this product comes along with a skin analyzer. The function of the analyzer is after we turn on the switch or button, we can just put the probe on the skin area, especially the area of the head's skin, then the hygrometer will show us the level of the oil and water on our skin.

2.3 The unique features, significant value, differences and offer

The unique feature of this product is it is totally free from the alcohol substance because most of the sanitizers only used alcohol to kill the bad bacteria, virus and germs but our company only used organic material to produce these products. In addition, this product also actually can save more money because it comes along with 2 functions thus, we no need to waste our money just to buy two different things. It is also compact and easy to bring which is put in the handbags or put in the pocket. The volume of this sanitizer is 30 mL and the smell of this sanitizer is also very nice since it contains many essential oils which are also suitable for self-therapy. Next, the way to pull out the sanitizer solution is also different from most of the sanitizer in the market where we need to push the bottle pump. By using this method, it is safer since it will not contaminate with any dust in the open air. If we noticed, most of the sanitizers on the market use an open lid bottle to bring out the sanitizer solution and it can lead to the contamination from the dust on the open air and once it is exposed to foreign particles, the quality of the sanitizer also becomes less effective.