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UNIVERSITI  
TEKNOLOGI  
MARA



**TROPICAE MIRACLE**

Happy Fish Happy Lives

## TROPICAE MIRACLE

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### TECHNOLOGY ENTREPRENEURSHIP (ENT600): NEW PRODUCT DEVELOPMENT

**FACULTY** : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES  
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## CHAPTER 1: EXECUTIVE SUMMARY

It is known that the daily concerns for the fish keeper or fish lovers are that their fish might die due to the health problem or anything related that can cause their fish to die. Therefore, we believe that the benefits of Terminalia Catappa must be already known among fish keeper. Terminalia Catappa is known as natural sources that can help fish from getting sick since it acts as a bacteria killer and treats wounds. Besides, it also can lower pH value, create a cozy and comfortable atmosphere for the fish, help to encourage the growth of beautiful tails, removes damaged fins, tails and skin. However, from our observation and research on our previous case study, the main problem that every fish keepers must deal with the existing Catappa's product is they need to pick up the leftover substances from teabag. Other problems are the existing product such as black water is quite expensive and the aquarium tank becomes darker when excessive use of black water. There are people that might think that their aquarium tank looks dirty. The last problem that we found out, if Catappa leaves were used in an aquarium tank, they will need to pick up the leaves back to change into other new leaves. Thus, this study was conducted to help the fish keepers, especially for those people, involve in aquatic business and people that have fish as their pets to overcome their problems.

A new product development called Tropicae Miracle will be introduced by our company, Lovetics Enterprise. Tropicae Miracle is a new Catappa's product that used a few combinations of famous technologies that can help fish keepers to use it in an easier and comfortable way. We believe that they will be interested in our product. Tropica Miracle is a new type of Catappa's product that is developed into the powder form. This product can help it users to solve their problems. Besides that, the price of this product is much cheaper than other existing product and can be used for a longer period since it only requires a small quantity of usage in their aquarium tank.

In addition, this study also will discover how many potential customers are interested in the product by doing a market survey and testing. The product and concept testing also are being conducted. This process took around two months to ensure our product will be developed into high and good quality. Also, this paper will highlight the design product and reasoning behind the tools chosen in the making of this product.

In conclusion, the Tropicae Miracle is a new Catappa's product that will provide a lot of benefits to its users. We believe that our product can penetrate into overseas markets since most of Terminalia Catappa tree in the Southeast Asia.