

iDxPar

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2 Executive summary

In this country, changes in the creation of all tools have moved fast along with the rapidly expanding technology. This includes the creation of a disposable diaper that has the combined technology of nature. However, is it still possible to reduce severe rash cases and is a disposable diaper that can be supplied with electronic items even though these electronic items are sensitive to water? That's the question that is playing in the minds of our members. Hence, we have been brainstorming to suggest creating a device that can be used to detect stools in disposable diapers. The product that we produce is called *iDxPar*. The target for this manufacture is the problem solving to reduce the diffuse effect of diaper rashes among the babies in the country. This effort is to improve the existing pamper weaknesses which is a major factor in the likelihood of this disease to occur. Some studies have been conducted and observation data are taken to create a tool that can reduce rash effects. In this product, various innovations are being made to meet market needs today. As we know, there are numerous problems that are often associated with existing pampers. This product was created to provide the parents with a sense of comfort to know their baby pampers. This is to keep baby's comfort and improve the health of the baby.

This product will be merged with one of the famous diapers company, *Drypers*. Initially, it will be provided as merchandise before panned to sell to parents with babies aged three years and below. If the product is successful, the product will be marketed separately and will be sold to several retailers. Marketing strategies that we use is to use social networking media are well-known and much-loved community. It is intended that the sale can be made online and accessible to the entire community. Before making this business, we provide a free trial to the parents and they were asked to provide feedbacks to us through our website and our *Facebook* and *Intagram* pages.

This product can provide a healthy rivalry refers to companies that want to work with us to provide improvements to their products. This is because our products are expected to increase sales of disposable diaper products in the future. This indirectly penetrates the global market. Profit is expected to meet the market in the next three years. And we believe we will be able to achieve our business goal and will get our return modal within short time and current ratio will covers ours liabilities.

We have 3 main highest members that run the company which are manager which is as a team leader of the company, assistant manager to overseeing employee and providing customer services. Then after that, our company start to hired workers as supporting members such as manufacturer operator and marketing officer. Each appointed officer has a different scope of work and is entrusted to carry out the responsibility where it will undoubtedly succeed our products to be marketed to the community.

The highest member of the company consists of:

	<p>Name: Abdul Wafi Bin Zakaria Position: Team Leader or Manager Job description:</p> <ul style="list-style-type: none"> • As team leader to the company • Carrying out and attaining the mission and the goals of the business unit • Manage the overall operational, budgetary, and financial responsibilities and activities of the department • Plan and implement systems that perform the work and fulfill the mission and the goals of the department efficiently and effectively
	<p>Name: Syahirul Fadzli Bin Mansor Position: Assistant Manager Job description:</p> <ul style="list-style-type: none"> • Overseeing employees or providing customer service • Corporate with retail settings • Track the progress of weekly, monthly, quarterly and annual objectives • Analyze consumer behavior and adjust product positioning • Handle complaints from customers
	<p>Name: Mohammad Fakhru Bin Mohamad Position: Finance and marketing Job description:</p> <ul style="list-style-type: none"> • Research emerging products and use information to update the store's merchandise • Suggest sales training programs and techniques • Resolving customer issues to their overall satisfaction

3 Introduction

3.1 Problem statement

The uses of disposable diapers for baby becomes a daily routine in life, especially in this modern world as compared to the 90s, parent tend to wear reusable diapers. Though the price is quite expensive, disposable diapers have the best features is a choice of parents especially in Malaysia. However, these diaper features have some weaknesses and have a negative impact to the user especially for their infants. The impact is like the effectiveness of a diaper to maintain the level of stool absorption for a long period and the effect on the baby's skin when using the diaper. Various efforts are being made to produce new products or make modifications to achieve a perfect need of consumers by generated through their own unique or modified ideas and have commercial value. The question arises as whether a disposable diaper can be applied with today's technology as compatibility with mobile phones. This is because nowadays, mobile phones are often on parental side. With this technology, parents are more aware of the diapers of their children. As such, these innovations and developments make it easier for parents to detect the defecation within the diaper.

3.2 Methodology

In the development of our latest product, the initial target for this business is to modern parents with babies less than 3 years old and parents who often use their mobile phones. This is because the frequency of disposable diapers used is higher than the old-fashioned parents. At the start of this business plan, our invention will be provided to parents who purchase disposable diapers as merchandise or promotions along with the diapers they have purchased. This is one of method that would be an introduction to our products to parents for use with the diaper. With this method, indirectly, the usage data can be collected online. This is where the parents need to enter the website and install the application that is provided and they need to answer some questionnaire questions. It also helps us to get the response and feedback on our use of this product. In addition, the use of data is available when parents are reluctant to use this tool in their *Facebook* and *Instagram* accounts. This can improve the usage record so it can increase the use of this product in the future