

FACULTY OF HEALTH SCIENCE BACHELOR (HONS) OF ENVIRONMENTAL SAFETY AND HEALTH

(HS243)

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

PROPOSED PROJECT TITLE: NICOSUB

| BIL | NAME | STUDENT ID | MOBILE PHONE NO | |
|-----|-----------------------------|------------|-----------------|--|
| | | | | |
| 1 | SYAHIRAH BT ISMAIL | 2013418012 | 0132554374 | |
| 2 | MUHAMMAD KHAIRI BIN ZAKARIA | 2013850672 | 0199277560 / | |
| 3 | NORHAFIFAH BINTI HASSAN | 2013858848 | 0199351958 | |
| 4 | NADZATUL SHIMA BT AB GHANI | 2012203002 | 0102654065 | |
| 5 | KHAIRUL AZREEN BIN | | 0127372847 | |

GROUP:NHSEF10Y

LECTURERS NAME: MDM HAJJAH ZANARIAH ZAINAL ABIDIN

Table of Contents

| CHAPT | ΓER 1 | | | | |
|-------|-------------------------|--|--|--|--|
| 1.0 | PRODUCT DESCRIPTION2 | | | | |
| | 1.1 | Introduction2 | | | |
| | 1.2 | Purpose of development2 Product Concept2 | | | |
| | 1.3 | | | | |
| | 1.4 | Aplication2 | | | |
| | | 1.4.1 Function2 | | | |
| | | 1.4.2 Unique Feature3 | | | |
| | | 1.4.3 Picture description3 | | | |
| CHAPT | ΓER 2 | | | | |
| 2.0 | TECHNOLOGY DESCRIPTION4 | | | | |
| | 2.1 | Overview of product prototype4 | | | |
| | 2.2 | Battery5 | | | |
| | 2.3 | Air ways5 | | | |
| | 2.4 | Cinnamon Oil Bark Tank6 | | | |
| | 2.5 | Soft lip nipple6 | | | |
| | 2.6 | Level Consume indicator6 | | | |
| CHAPT | TER 3 | | | | |
| 3.0 | MARK | ET RESEARCH AND ANALYSIS7 | | | |
| | 3.1 | Customer7 | | | |
| | 3.2 | Market Size and Market Share7 | | | |
| | 3.3 | Competition and Competitive Edges7 | | | |
| | 3.4 | Estimated cost per Unit7 | | | |
| | 3.5 | Expected Cost Pricing8 | | | |
| | 3.6 | Marketing strategies8 | | | |
| | | 3.6.1 Product8 | | | |
| | | 3.6.2 Price8 | | | |
| | | 3.6.3 Place/Distibution8 | | | |
| | | 3.6.4 Promotion8 | | | |
| CHAP | ΓER 4 | | | | |
| 4.0 | FINANCIAL PLAN9 | | | | |
| | 4.1 | Start -Up Cost9 | | | |
| | 4.2 | Working Capital9 | | | |
| | 4.3 | Cost of component per prototype10 | | | |
| CHAP | ΓER 5 | | | | |
| 5.0 | MANAGEMENT TEAM | | | | |
| | 5.1 | Organization11 | | | |
| | 5.2 | Other required expertise12 | | | |
| CHAP | ΓER 6 | | | | |
| 6.000 | NCLUSIO | ON 14 | | | |

CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 Introduction

- Nicosub is an electronic equipment which have similar component with vape and ecigarette
- It use herbal remedies as a replacement of nicotine and simple technologyto improvise the traditional method of using herbal.
- The scent that comes from cinnamon oil will trigger the user to overcome the addiction of nicotine. This is because herbal remedies itself have mental affect properties that can alter the urge sensation to smoking
- The design of this device that resembles a cigarette is to change the minds of consumers as real because there are a lot of lip service sense of touch which is also a problem of addiction for smokers who want to bite their lip.

1.2 Purpose of development

- The purpose is to stop addiction of nicotine
- Can help people quit smoking
- No bad smell and bad breath
- No cigarrate burns or dirty ashtray

1.3 Product Concept

• To use the herbs (cinammon) to subdue the nicotine effect on the brain that lead to addictions.

1.4 Application

• The scent of cinammon will trigger the hunger detection in the brain that will overlap with the addictions of nicotine, thus the brain will send signal to the body for carving food.

1.4.1 Functions

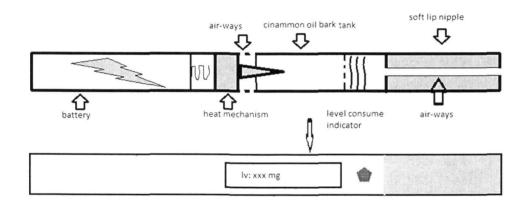
- Cinamon bark oil- to replace the nicotin is where we now that making smoker addicted
- Main Unit Controller- Used to control amount of daily nicosub intake

1.5 Unique features

It is useful for the smoker.the unique of the project is availability to smoker in Malaysia

- Herbal remedy replacement from nicotine to overcome addiction
- Main unit to control of daily Nicosub intake
- Main Unit will communicate with remote device via Bluetooth connectivity and have wi-fi connection in order for doctor to monitor and control daily intake of Nicosub
- Main unit can be set for maximum intake daily and once reach maximum device will no longer functioning.
- Smoker can view their daily intake of Nicosub from main unit.

1.5.1 Picture description

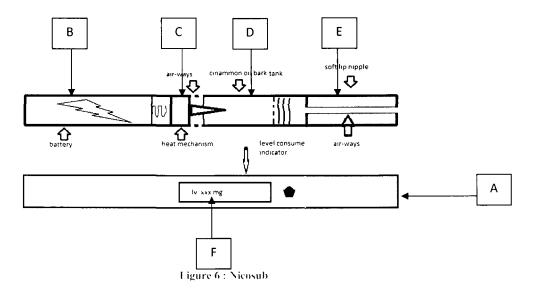


Front and Back view of physical produc

CHAPTER 2

2.0 TECHNOLOGY DESCRIPTION

2.1 Overview of product prototype



Lagend:

| Label | Device |
|-------|-------------------------|
| A | Nicosub |
| В | Batery |
| С | Air Ways |
| D | Cinnamon Oil Bark Tank |
| E | Soft lip nipple |
| F | Level Consume indicator |