



UNIVERSITI
TEKNOLOGI
MARA



ULTRA DETECTOR BRANULA

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3.0 EXECUTIVE SUMMARY

Peripheral intravenous cannulation is a common invasive procedure done in hospitals. Although a minor invasive procedure, it has the potential to introduce infection into the local tissue at site of cannulation or directly into the blood stream.

However, due to some limitations and constraints, from this current canula, to prevent infection. Thus, in New Product Development (NPD) report, we came out with a solution to this problem which is by developing blueprint by using **Ultra Detector Branula (UDB)**.

UDB is the newly created iv canula, to facilitate the physician inserting the line in the peripheral of the child, as well as facilitate the nurse to apply during intravenous medication.

Our marketing goals are in hospitals for use by doctors and nurses, specifically for children's patients. We want these targets to feel that they are going through a simpler way than ever. By suggesting and developing products, we hope we can make it easier for doctors and nurses to use them.

3.1 INTRODUCTION

PROBLEM STATEMENT / ISSUES

1. Difficult to insert IV Branulla among paediatric patients
2. Difficult to find vein among paediatric patients
3. Increases rate of thrombolitis among paediatric patients
4. Difficult to get co-operation with paediatric patients

METHODOLOGY

Data Collection

Data Collection is collected from PICU,PHDW ,Paediatric Ward and Emergency Department which involve paediatric patient, Assistant Medical Officer, Staff Nurses, Doctors and houseman during insertion of branula. Data collection will be get from interview and questionnaire form.

LIMITATION

1. Limitation of time
2. Family members or parents difficult to cooperative during the interview session.
3. Difficult to get certification from OSHA
4. We need a strong promotion strategy in order to convince prospected to use our product even though the price is little bit costly.

NEW PRODUCT DEVELOPMENT

4.1 Definition

This product name Ultra Detector Branula, is a product that adopt and replacing the existing products throughout the hospitals in Malaysia. Ultra means powerful, showing this new kind of branula is very useful and could ease health practitioners' burdens to insert branula into patients' vein. Branula is very common catheter been inserting into patients' body to collect blood for medical investigation and to give medications through it. Our company has come out with this UDB as it has so many advantages to be used. It can be used once per admission as it will stay without infected for 2 months. Instead of the older one which can stay only 3 days, and it should be removed to prevent from infection. Our growth strategy is this products can be introduced to existing markets which are government hospitals, private hospitals and semi-government hospitals.

4.2 CLASSIFICATIONS OF NPD

Ultra Detector Branula (UDB) is classified as an improvement product on existing products. UDB is a new product to the company however, this kind of product is not new to the market. Based on Booz and Allen Hamilton framework, our product is significantly improve as it is not born out of major invention but UDB carries significant improvements over the existing branula. It offers a powerful vein detector and has resistance to infection which can reduce the patients' cost throughout their staying in the hospital. UDB also is a modification of existing products with new added functions such as vein detector, cartoon injection port for kids' attention and this branula can be last for 2 months with their silicon catheter inside the patients' vein. Because of this features, it can reduce the patient's and hospital's cost as it will last for a longer time compared to the existing branula. Besides that, UDB is a new type of branula that has gone new marketing innovations with new look which is provided with cartoon injection port that can attract paediatric patients. Based on recent launches, this product is highly innovative and has the highest degree of innovations.