



## **WIRELESS HAIR DRYER WITH DETACHABLE BRUSH**

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## **EXECUTIVE SUMMARY**

Learning theories only give us small view but not how to deal with real situation. As a UiTM Perlis student, it is a part of study to do a New Product Development (NPD) project on purpose to research more about a product and other information's related and also try to invent something useful. We deeply interested to learn more about this course so we will be able to apply once we graduated.

Firstly, related general information has been collected through primary and secondary sources. Secondly, the report contains the information about our company, our product, and its features. The objective of this project is to report about the problem and issue, objectives of the report and methodology used.

In this report, we have defined the product NPD. We also provide the classification for NPD. For NPD process, we provide research and development, product design and features, concept testing, prototype for the product and test marketing. Lastly, we conclude about our NPD. Not to forget that we also attached figures, table, references, and appendices.

### 2.3.2. Product Design and Features

General Features	
<b>Name of Product</b>	Wireless Hair Dryer Brush
<b>Dimension</b> ( <i>L × W × H</i> )	Lightweight design and Ergonomic handle (4.10 × 11.40 × 10.10 <i>Inches</i> )
<b>Weight</b>	1.5lbs
<b>Colour</b>	Black and White
<b>Features</b>	Ionic Technology, Mixed bristle, 3 Heat Settings and 360° rotation
<b>Material</b>	Nylon

**Table 2:** *Wireless Hair Dryer with Detachable Brush Specification*

The product performance criteria are evaluated in terms of its performance, reliability, safety in use, durability and uniqueness.

#### 2.3.2.1. **Performance**

Wireless Hair Dryer specially designed for customer keep them feel comfortable while dry our hair. This wireless dryer makes it easier for us because it can do wherever without limited movement. For this product was designed with special features to provide the best performance and fast result for customer. This wireless hair dryer comes in 2 type basic colour with is black and white. Next, our product also designed to deliver gorgeous volume and brilliant shine in single step. In addition, our product also are friendly use and the perfect accessory to complete our customer looking.

#### 2.3.2.2. **Reliability**

Product and technology need to have reliability and consistency of performance. This product is believed to help customer achieve they needs to look gorgeous blowout and provide latest techonology to help customer achieve fast result while using it. . The uniqueness of our products is light weight and comfortable. The technologies being used has showed that Table 1 Table of Product Specification it is reliable it because some other company also use the same technology and it proven work well.