



COMPANY ANALYSIS

HAIRDRESSING STORE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	: FACULTY COMPUTER AND MATHEMATICAL SCIENCES BACHELOR OF INFORMATION TECHNOLOGY
SEMESTER	: SEMESTER 6
PROJECT TITLE	: HEAD LICE TOOL
STUDENT NAME	: MUHAMAD SYAHIDAN BIN MUKHTAR
STUDENT ID	: 2018263086
GROUP	: RCS2406B
LECTURER	: DR NURSYAMILAH BINTI ANNUAR

TABLE OF CONTENT

ACKNOWLEDGEMENT	iv
LIST OF FIGURES	v
LIST OF TABLES	vi
EXECUTIVE SUMMARY	vii
INTRODUCTION	1
1.1 Background of the study	1-2
1.2 Problem Statement	2
1.3 Purpose of the study	2
COMPANY INFORMATION.....	3
2.1 Background	3
2.2 Organizational Structure	3
2.3 Product/Services	4
2.4 Technology	4-5
2.5 Business, Marketing, Operational Strategy	5-6
COMPANY ANALYSIS	7-8
3.1 SWOT	7-8
FINDINGS AND DISCUSSION	9
4.1 Findings	9
4.1.1 Only has a website	9
4.1.2 No such thing related to head lice.....	9
4.1.3 Not advertise their shop and brands.....	9
4.2 Discussion	10
4.2.1 Develop mobile app	10
4.2.2 Decelop head lice machine	10
4.2.3 Advertise their shop and brands	10-11

ACKNOWLEDGEMENT

The success and final outcome of this assignment required a lot of guidance and assistance from many people and I am extremely fortunate to have got this all along the completion of this work. Whatever I have done is only due to such guidance and assistance and I would like to thank all of them. I respect and thank Dr Nursyamilah binti Annuar for giving me an opportunity to do this assignment on time, I extremely grateful to her for providing such a nice support and guidance.

Furthermore, thanks to my parents and family for always give supports, understand, and give me space to finish up the report in this challenging time. Lastly, I would also like to acknowledge with much appreciation to my classmates for helping me to understand more on how to do the report properly and have made valuable comment suggestions on this report which gave me the inspiration to improve my assignment.

EXECUTIVE SUMMARY

Nowadays, head lice are a common problem among preschool and elementary school-aged children (Hooker, 2021). Head lice make someone not comfortable due to the tickling feeling of something moving in the hair. Besides, it can cause itching and sores on the head. Furthermore, girls tend to get head lice more often than boys as claimed by Hooker (2021). It is easy to be infected if someone has close contact with the person that already has head lice. It could be during sports activities at school, lying on the same bed, or wearing infested clothes. Therefore, a lice remover was proposed to help people out there free from head lice.

2.3 Products/Services

The Hairdressing store only has a website and it was designed with a shopping list as a core feature. Its products and services as listed as follows:

1. Provide the widest selection of professional haircare products, tools and equipment.
2. Offer varieties of brands including famous brands.
3. Everyone can buy and own any product or tool at an affordable price.
4. Provide products, tools and equipment for salon care, barbershop, electrical tools, pets grooming and furnishings.

2.4 Technology

Head Lice Sensor Detection

Misdiagnosis of head lice infestation is common. The diagnosis of head lice infestation is best made by finding a live nymph or adult louse on the scalp or hair of a person. Because adult and nymph lice are very small, move quickly, and avoid light, they may be difficult to find. Head lice and nits can be visible with the naked eye, although use of a magnifying lens may be necessary to find crawling lice or to identify a developing nymph inside a viable nit. Nits are often confused with other particles found in hair such as dandruff, hair spray droplets, and dirt particles. Therefore, to prevent misdiagnosis of head lice infestation, a head lice sensor detection will be used in a head lice remover machine.

Smart Head Lice Remover Machine

The design of the head lice remover machine just like a hair steamer machine. A hair steamer is developed to add moisture, restores color vibrancy and strengthens the elasticity of hair, where head lice remover machine will kill all the head lice including nits. If head lice were detected on someone's head, it will automatically kill all the head lice including nits by emitting UV light. According to Arik (2017), the UV light-emitting source is described as capable of facilitating the killing of micro-organisms including spores, virus, fungus, bacteria and lice residing on hair or fur as well as on the appliance itself. Lastly, a lice-