



اُنْبُوْزِ سَيِّدِيْ تِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ANGELAFAIRY SMART RECOMMENDATION SKINCARE MOBILE
APPLICATION WITH ARTIFICIAL INTELLIGENCE (AI) AND AUGMENTED
REALITY (AR)**

ENT600

TECHNOLOGY ENTREPRENEURSHIP

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAM : BACHELOR OF INFORMATION TECHNOLOGY (HONS)

PROGRAM CODE : CS240

SEMESTER : MARCH-AUGUST 2021

LECTURER NAME : DR. NUR SYAMILAH BINTI ANNUAR

GROUP : RCS2406B

GROUP MEMBER : MUHAMAD SYAHIDAN BIN MUKHTAR 2018263086

NAILY NAZLIN BINTI NASHARUDDIN 2018249142

NIK NURHAFIDZZAH BINTI NIK MOOD 2018435832

NURUL SYAHIRAH BINTI MOHD RAZI 2018424236

NURUL UMAIRA BINTI KAMARUDDIN 2018440116

SUBMITTED TO: DR NURSYAMILAH BT ANNUAR

SUBMISSION DATE: 13 JUNE 2021

TABLE OF CONTENT

EXECUTIVE SUMMARY	ii
1.0 INTRODUCTION.....	1
1.1 Background of Company	1
1.2 Problem Statement.....	2
1.3 Objectives of The Report.....	3
1.4 Methodology	4
2.0 NEW PRODUCT DEVELOPMENT	7
2.1 Definition	7
2.2 Classification of New Product Development.....	7
2.3 New Product Development Process	8
2.3.1 Research and Development	8
2.3.2 Product Design and Features	14
2.3.3 Concept Testing.....	21
2.3.4 Build Prototype (2D or 3D)	36
2.3.5 Test Marketing.....	40
3.0 CONCLUSION	42
REFERENCES.....	43
APPENDICES	45

EXECUTIVE SUMMARY

There has been tremendous growth in the use of mobile phones in the world today. The mobile application always plays big roles when people can surf, manage, and do any task at their fingertips. Nowadays, many people are struggling to find suitable skincare for their skin through online. In order to solve the problem, AngelaFairy Smart Recommendation Skincare Mobile Application with Artificial Intelligent (AI) and Augmented Reality (AR) is application that provides the features of AI to analyze the customers' skin type and AR to help them view and imagine the aftereffect of using a particular product. Then, the application provides the details description for each of the skincare products to help them to know more about the products. In addition, the application provides skincare consultation by renowned dermatologists so that it will give guidance to the customers to choose the most suitable skincare products based on their skin condition. Furthermore, the application also allows them to purchase their skincare products within the application.

1.0 INTRODUCTION

In this section, general topic such as background of company, problem statement, objectives of the report and methodology were discussed in detail.

1.1 Background of Company

The name of the company is Dynamite Sdn Bhd. The chief executive officer (CEO) of this company is Naily Nazlin. It is a private company and there are five main position in the company as shown in figure 1 below. The company was established in 2020. The company is located at No.33 & 35, Jalan Selat Selatan 7/KS05, Pandamaran, 42000 Pelabuhan Klang, Selangor, Malaysia. This company engages in the production and distribution of various body and skin care products. Our products include facial cleansers, masks, serums, toners, exfoliating cleansers, shower creams, lotions and more. Dynamite Sdn Bhd is a vibrant company specialising in halal skincare and body care products designed to provide customised solutions to common skin problems. As an early pioneer in Malaysia's halal cosmetic industry, Dynamite Sdn Bhd has manufactured and marketed 50 halal skincare and body care products under the brand AngelaFairy since 2020 for local and international markets. AngelaFairy's functional skincare and body care products are known for their efficacy and quality. The vision of the company is to be the global brand of choice for all consumers looking for a safe and effective skincare solution. It is our goal to provide customised skincare solutions for all skin types, gender and ages using natural ingredients and ensuring a positive customer experience. Therefore, a smart recommendation skincare with Artificial Intelligence (AI) and Augmented Reality (AR) were proposed to help people especially for those who faced trouble in choosing suitable skincare for their face. Lastly, the company believes in supporting ethical consumerism and empowering communities.

De-risk new product pipeline by pre-selling new products to build excitement and gain valuable feedback

Our brand launched a mobile application platform of our own which is smart skincare recommendation with AI and AR application

Take a leaf from crowdfunding platforms and offer exclusive perks for those who pay more

Product/Service/Experience

Smart skincare application provides AI features that can analyze skin condition and AR features that can show the future look like after using the skincare. This application can be adapted with current Covid-19 pandemic, where people cannot go to the stores to look for and buy skincare.

Campaign

A campaign will be done to introduce this smart skincare recommendation with AI and AR to the people out there. The features and function will explain clearly to the consumers.

Who

The new consumers group that can apply this smart skincare recommendation application are current app-savvy early adopters and skincare's consumers. The thing that has to change is skincare product marketing and provides an effective skincare application for the consumers that will help them to find the skincare.