



UNIVERSITI
TEKNOLOGI
MARA

Universiti Melaka

V-MIEX

28 JUNE
06 JULY
2022

VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION

ROAD TO COMMERCIALISATION

V-MIEX BOOK



V - MIIEX BOOK

'ROAD TO COMMERCIALISATION'

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PUBLISHED BY:

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Website: <https://www.miiex.my/>
ISBN: 978-967-2846-04-8

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FOREWORD

ASSOC. PROF TS. DR MOHD RASDI ZAINI
Rector
Universiti Teknologi MARA (UiTM) Cawangan Melaka



Welcome to Virtual-Melaka International Intellectual Exposition 2022 (V-MIIEEX 2022). It is an honour for me on behalf of UiTM Melaka Branch to thank all of you for joining the programme and we are proud to inform you that this is the 12th year consecutively, UiTM Melaka Branch is organizing this exposition.

V-MIIEEX 2022 is a platform to improve the commercialization collaboration among industries and communities and at the same time, we also give the opportunity to academicians and students to share ideas and increase their potential innovation products with the industries and communities through their projects. This exposition also serves as a platform to cultivate and upload the nation's innovation culture by presenting new ideas and research by young people, especially from academia, universities, college, high schools, and primary school students.

The economy and development of the country faced a challenging phase in 2021 due to the Covid-19 pandemic. We faced changes in business, education, society, and lifestyle. However, the pandemic proved to be a blessing in disguise as it somehow gave people ideas which would be beneficial to improve their lifestyle and solve problems that might occur in the future. Besides, the new digital landscape also inspires more innovation and new ideas that contribute to various activities such as business and industries. As a university that encourages the "Research, Innovation and Commercialization", this exhibition is organized to encourage more commercialization of products that are beneficial to scholars, industries, and communities to tackle such issues to improve our present and future life.

Since 2009, UiTM Melaka Branch has successfully become the organizer for this innovation exposition. We are not only successful in organizing the exposition, but I would proudly say that we have also successfully embarked on commercialized products. With the number of participants for this year's exhibition, we believe that more commercialized products will be produced in line with the theme for this year, "Road to Commercialisation".

This exposition would never happen without dedication, teamwork, and commitment. A round of applause should be given to the committee teams as the backbone of this exposition. Their hard work, effort, and time made this exposition possible.

Finally, I would like to conclude this brief remark by thanking all the participants and stakeholders for joining the exposition, we hope that this collaboration never ends here.

Thank you.



DR. NUR HAYATI BINTI ABD RAHMAN
Deputy Rector Research & Industrial Linkages
Universiti Teknologi MARA (UiTM) Cawangan Melaka

It is a great pleasure to welcome all the participants and presenters to the Virtual Melaka International Intellectual Exposition (VMIIEX 22). I am delighted that through this periodic event, we managed to bring together scholars and professionals from various fields to engage through this virtual platform where ideas and breakthrough are discovered and leveraged for commercialization potential.

Since 2009 UiTM Cawangan Melaka has held twelve Invention and Innovation Design competitions and this year we are very honoured to have the second year of VMIIEX organized in digital platform. This has proven that despite the global challenges due to the recent pandemic, it is never an issue for UiTM Melaka to continuously organize this yearly prestigious event and to support the ministry's aspiration in leveraging creativity and innovation in the new norm.

VMIIEX 22 is organized with no sole objectives of accomplishing the University's KPI but instead we are determined to make this programme as the place to help heighten commercialization collaboration in research and innovation with the industry and community through joint exhibitions from various external organizations.

Our aspiration is to also provide exposure and opportunities to academic staff as well as students from public and private universities to engage in direct excellent scholarly activities with the industry and community through activities that can be measured and assessed. As for the Research and Industrial Linkages Office of UiTM Melaka, this exhibition is seen as the platform that can encourage active collaboration and knowledge transfer with industries; objectively to support various activities that will benefit all stakeholders from the various government agencies, local and international universities, industries and communities.

Through the theme of "Road to Commercialization" this year, V-MIIEX 22 is committed to have this event as a boulevard to inspire and cultivate creativity and innovation to the numerous levels of inventors through exposure on latest technologies, astonishing ideas and creative designs with great potential to be commercialized. For this year, we proudly introduce a special category which is the "Endemic Challenge" as the provision to the government of Malaysia's goal of moving towards the endemic.

To ensure that the competing products in this exhibition is not exclusively for the purpose of competition, V-MIIEX 22 is dedicated for the commercialization of highly potential innovation products, which is attained through its active collaboration with tailored needs industries. The commercialization effort was not for income generation purpose only but it aimed to spearhead the development of quality products in line with industrial needs and community benefit.

Therefore, it is a great honour for me on behalf of the Research and Industrial Linkages Office as well as the organizing committee to have all participants in this competition and I would like to express my highest gratitude especially to the Rector of UiTM Melaka and all strategic partners and sponsors for supporting the event.

To finish, I sincerely wish VMIIEX 22 a remarkable success. I believe that this will not be the only collaboration between UiTM Melaka and the respective partners and linkages, but a beginning of a long and fruitful cooperation in future.

Thank you very much.

road to commercialisation...

WAN HASMAT WAN HASAN
Project Director V-MIIEEX 2022
Universiti Teknologi MARA (UiTM) Cawangan Melaka



Assalamualaikum and Warmest Greetings.

It gives me an enormous pleasure, on behalf of the organizing committee to welcome all participants and presenters to the Virtual -Melaka International Intellectual Exposition 2022 (VMIIEX '22) with the theme "Road to Commercialisation". We are honoured and glad to welcome all participants to this biennial event.

This is the second time that we have organized this biennial event virtually. V-MIIEEX 22 is an innovation competition, in which, innovation products, ideas and systems related to various science and technological fields are exhibited as a solution for the presented problems.

V-MIIEEX22 expectantly will be a platform that gathers experts from academies, scientists, and researchers, locally and internationally, to contribute towards the growth of scientific and technological knowledge in each participant's specialisation and expertise.

The competition also serves as a platform to give fresh exposure to the various level of inventors, as well as to encourage the culture of innovation design focused on latest technologies and related to new norms technologies and inventions due to COVID-19.

V-MIIEEX 22 is also hoped to be an avenue for gathering and disseminating the latest knowledge on ideas and acquisition of innovation among the participants. It is hoped that the competition will be able to open the mind of the participants towards latest technologies and design. It is also in line with the government's aspiration to encourage innovation activities in Malaysia.

As a final note, I would like to congratulate my fellow committee members for their tremendous effort, which have been critical to the event's success. In addition, I would like to thank our co-organizer, event sponsors and supporters. Optimistically, we wish that all new knowledge that is discovered, invented, or innovated will drive towards our future sustainability.

Thank you.

ABOUT V-MIIEEX

The world after COVID-19 is unlikely to return to the world that was. Despite the challenging pace during the pandemic, the strong rebound is expecting in this exciting year 2022. Malaysia is welcoming the great prospects ahead with positive impact on the country's economy and development. Hence, the hope for greater opportunities motivates for more creative thinkers to come up with innovative ideas that can be put forward to be harnessed to overcome similar problems in the future. V-MIIEEx 2022 is one of these platforms which contribute relevant ideas that could help communities of all walks of life cope with this pandemic.

UiTM has identified research, innovation, and commercialization to be among the core components and strategic effort towards becoming a well-known and prominent university. Aside from realizing this goal, with these components and efforts, fostering the development of knowledge, generating financial stability of the university, and producing knowledgeable academicians are also potentially achievable.

By having invention and innovation competition yearly, UiTM Cawangan Melaka is confident that it could further enhance creative and innovative abilities among staff and students. In support of the government notion which upholds the importance of innovation, UiTM Cawangan Melaka has taken the initiative of organising the Virtual Melaka International Intellectual Exposition (V-MIIEEx).

In instigating and nurturing the continuous culture of inventing and innovating, this event is an ideal platform for lecturers, administrative staff, students, and the public to showcase and commercialize their products or prototypes as well as novel ideas. The first IID which was held nationally in UiTM Cawangan Melaka in 2009, has successfully gathered and displayed more than 37 inventions and innovations. Accordingly, to continue this strong passion towards inventing and innovating, the IID competition should be continued and celebrated.

With that, the Division of Research and Industrial Linkages will be organising its 12th IID competition, the Virtual - Melaka International Intellectual Exposition (V-MIIEEx 2022) with the theme, 'Road To Commercialisation'. V-MIIEEx 2022 hopes to welcome 200 competing products to be showcased and commercialized, at the same time, attract attention of related and matching industry.

Objectives

1. Encourage and instill passion towards inventing and innovating among UiTM Cawangan Melaka staff, students and academicians of local and international higher education institutions;
2. Highlight distinguished talents of skillful inventors and exhibit intellectual products, inventions and innovations among local and private tertiary institutions, government and private agencies, including international participants;
3. Become an effective Business Matching platform for participating research products, matching industries and partnering government agencies;
4. Recognise, inspire and promote invention and innovation products to be patented and commercialized;
5. Increase passion towards inventing and innovating through research and boost interests of government and non-government agencies to obtain consultancy services from a line up experts of higher education institutions and UiTM Cawangan Melaka.

Coffee Body Scrub

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Abstract

Based on the recent interview, it was found that almost 79% of respondents face a serious skin problem including eczema, dry skin and dullness. One of the main reasons the disease occurred is because of the hot weather in Malaysia and lack of water consumption. Moreover, customer also found to have a less confidence to use body scrubs due to the sensitiveness of their skin. This problem not only encounter by the students, workers and housewives but also involving everyone in society. To shed light on this particular issue, Haffi Beauty and Health's come out with an idea to create one product name arabica coffee body scrub. This innovate product is a great as this type of coffee is rarely used to make a scrub and we grow the seed organically. On the similar vein, the creation of this product is truly supporting the SDG 12 which related with responsible and consumption. Not only that, the scrub also halal and get certified by JAKIM. In sum, this arabica coffee body scrub approximately we able to solve the majority of people's skin problem, satisfy customers need and preferences as well as generate a profit to company and nation.

Keywords: Arabica coffee scrub, skin problems, dry, dull, eczema, beautiful, smooth

1. INTRODUCTION

Skin care is very essential for everyone, especially the skin on the face, which acts as a protector, regulates body temperature and prevents germs or bacteria from entering our body. Meanwhile, healthy and beautiful facial skin can provide many benefits to health and self-confidence. Nowadays, most sections of society, including men, have been exposed to healthy skin care. However, most skin and beauty products on the market today use a lot of chemicals like mercury as the main ingredient in their production. This has caused problems for consumers, which have had side effects for consumers.

Therefore, we have taken the initiative to introduce a coffee body scrub made from 100% organic ingredients. The main ingredients of this product are Arabica coffee and bee honey, which both of ingredients are derive from natural sources and only uses high quality of Arabica coffee beans and honey. Coffee body scrubs could provide good vitamins and nutrients that are ideal for both normal and problem skin, which makes the product universal for consumers and suitable for usage by both men and women. Coffee body scrubs have great potential in the market to suit the high demand for beauty and health skin products.

2. OBJECTIVE

The main objective of producing coffee body scrub is to help individuals with skin problems. Coffee body scrubs that are produced using completely organic ingredients without the use of chemicals can also help individuals who have side effects when using scrubs that contain chemicals. Our company seriously implementing the SDG 12 which concern about the ways how we grow the seed, selection and welfare of our workers and the usage of the water and

fertilisers. This is because most scrubs nowadays contain chemicals such as mercury that can have side effects on the user. In addition, this coffee body scrub also offers a reasonable price to consumers because most scrubs that use organic ingredients nowadays offer a high price.

3. NOVELTY & INVENTIVENESS

As we known Arabica coffee usually used to make beverages. However, Haffi beauty and health make an innovation product by Arabica coffee to make body scrub. In addition, Coffee body scrub by Haffi beauty and health is an innovation product by the normal coffee body scrub in market. It is because application of new materials and organic ingredient. For example, Arabica coffee, white roses extract, honey, sugarcane extract and aloe Vera extract. This novelty will give more benefit to user in term of skin such as improve skin tone, skin texture, remove blemishes, remove dead skin cells and encourage skin hydration. It is because this coffee body scrub does not have any mercury.

4. PRACTICALLY & USEFULLNESS

This product is design to help the people solved with their skin problem either man or woman and improve their skin condition as their desired. Coffee Body Scrubs was used an organic ingredient such as 100% original flower extract like White Roses, 100% original of Coffee Arabica and real Honey. By added original Aloe Vera flesh with Coffee Body Scrub as a superb skin gel which preserved highly hydrating emulsion. We are completely produced Coffee Body scrubs that comes from various types of fruit which supply a good vitamin and nutrients which suitable for normal and breakout skin. By applying this scrub twice or a week, this product can be last for a month. To ensure that our product's quality is preserved, we will guarantee that the ingredients that we used is under HALAL certificated from Islamic Development Department of Malaysia or the people always called them is JAKIM caused to make sure that our consumer more confidents and trusted to our products and avoid any problem in the future. The most importance used of HALAL logo is permitted for cosmetic products are safe to use for Muslim's peoples. However, because of this product is light and portable, the consumers will find it convenient to carry it with them wherever they go. Finally, our product contains like a gel, so after consumer used this product, it must be stored away from direct sunlight so that it can be used it for a long period if the consumer keeps it with properly.

5. CONCLUSION

In conclusion, Finally, one of the inventions that uses the benefits of plants in our products is a coffee scrub created from Arabica coffee beans, which has many nutritional benefits to the skin in repairing skin problems and indirectly can rejuvenate a smoother and more beautiful skin. It can also be utilized in the community, and we concentrate on helping people with skin problems gain fresh skin. To ensure quality, this coffee scrub contains only 100% organic components derived from natural plants. According to some of the testimonies that our group has received, this product can be utilized safely. Our company also has goals and objectives, such as expanding our body scrub brand and ensuring that consumers who use our goods are always satisfied with the quality of the outcomes. By selling this product also it can help student to find their own side income. Other than that, this product also can be sell for staff, student, and others.