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V-MIEX

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VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION

ROAD TO COMMERCIALISATION

V-MIEX BOOK



V - MIIEX BOOK

'ROAD TO COMMERCIALISATION'

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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.

21st Custom Gift Box

Nur Adelayati Binti Mat Lias¹, Nur Amylia Binti Zulhelmi², Fatin Nabila Binti Abdul Azim,³ Anis Solehah Binti Sujak⁴, Nurul Syafiqah Binti Azni⁵, Maizatul Saadiah binti Mohamad⁶

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Abstract

We develop and express with a 21st Custom Gift Box by unique and futuristic design created by a professional designer just for our special and lovely customer. We get this inspiration and idea through this endemic and pandemic phase correspond with Government theme “a better Malaysia”. Where since everybody was being trapped or Lockdown two years ago, everything was delivered through online. Malaysia and the rest of the World is adjusting to a new way of life. In this 21st century era, we have to be creative and innovative in order to distinguish ourselves from other products in the same industry. We also have a strong interest on environmentally friendly products which is one of our goal. This because we are extremely competitive in the digital era, or in this e-commerce business, China's products were the most powerful and could offer lower prices. These served as inspiration for us to create the gift box that the customer desired to be a reality. This is the second goal. This product has the potential to impact not only the company, but also the individual consumer and family. A great design communicates to the world what your company stands for, tells a story, and aids in the retention of your brand. All of this is conveyed through graphic design, which employs colour, shape, and other design elements. Learn how to make your gift box design tell the story of your brand for the company and the individual customer, so that they can put a story behind this gift box in order for the recipient to feel and be satisfied by the decoration and design story that the sender has created. Finally, this product has a high potential for global commercialization.

Keywords: 21st century, custom gift box, e-commerce

1. INTRODUCTION

The growth rate in South Asia and the rest of the world has returned to pre-pandemic levels. However, the pandemic's uneven recovery has left South Asian countries facing a slew of policy challenges, which are exacerbated by the war in Ukraine. While several countries are navigating rising inflation and growing difficulties to finance fiscal deficits and trade deficits, the region must also chart a new way forward to address rising inequality, unleash new growth potential, and accommodate an energy transition. The region cannot avoid redesigning tax systems, increasing competition in business, and challenging vested interests and existing gender norms in order to reshape their economies. With this 21st century we have to be creative and innovative to pull back especially all the business and economic was hit by this pandemic and endemic covid_19. This is a good reason for us to introduce our name of product “21st custom gift box”.

2. OBJECTIVE

Our objective is to be the best leading company in the world in terms of providing the finest service and high-quality products (custom gift box). Second to be the top choice of customers in terms of gift box service and committed to producing high-quality products that will assure customers happiness and devoted and enthusiastic about providing the finest service possible to customers. Fulfilling customers' needs and wants in the gift box service to achieve 100% satisfaction and use the best marketing tools to commercialize our custom gift box in the new way of lifestyle.

3. NOVELTY & INVENTIVENESS

Every industry has a limitation issue, whether it is on a product, packaging, or both. While most businesses consider good packaging to be an extra cost, products wrapped in cheap packaging did not appear to sell like hotcakes. Because low cost packaging is usually simple and lacks any security features, it may even harm the brand's reliability and trustworthiness. We provide a huge variety of security in our custom gift box, printing solutions such as hologram foil with hot stamping, transparent hologram lamination, variable data labels and more to identify the genuinity. This highly customisable gift box is no old, boring, ordinary packaging but it provides confidence & assurance and enhance the purchase experience of our customers in choosing your product protected by our Secure “21st custom gift box”.

4. PRACTICALITY & USEFULNESS

Our trademark product focuses on the sale and creation of gift box services. We chose to leverage online platform mediums such as Instagram, Facebook, Twitter, and the company website to expand our marketing approach. We monitor and identify future trends to ensure that our products meet our customers' needs and desires. Without a doubt, all of our products are reasonably priced. We plan to provide a gift box service. The gift box has no size restrictions, and the contents can be customised to the customer's specifications. After that, we can place our gift box inside a paper bag. This gift box product is suitable for a variety of applications, including as a door prize at an event or as a special gift for someone. Regardless of age or gender, the high demand for apparel provides an incentive to start a business in the industry and earn a profit. We believe in and will work hard to ensure that our products and services make our customers happy simply by being received.

5. CONCLUSION

Customization refers to what the user can do on their own. Customers will return if they can get the exact item or service they want from us. Why would they go to your competitor, who most likely does not provide the same level of customization? They will be loyal to your brand if you give them what they want. The key to increasing loyalty through customization is to ensure that your options are distinct from those of your competitors. By providing customised options now, we are conducting market research that will enable you to easily reach our target demographic when other competitors finally join the party. This step will put our ahead of the pack. The futuristic design and idea, this is likely to be one x-factor of business that can be expands over time. Finally, with “21st custom Gift box” the onsumers can adapt a product or service to their specific needs, gaining control over their own experience. It can boost their happiness and engagement.

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