



BrushCraft & Co.

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Group Name : AS246 6A2

Group Members : 1. Nur Bazilah Fatini binti Mohd Azmi (2022765179)
2. Nur Ainin Sofia binti Mohd Ariffin (2022912675)
3. Siti Sarah Asyiqin binti Abd Manap (2022988025)
4. Nur Aini Syahirah binti Anuar (2022958745)
5. Nur Nadzlinda binti Mohamad Norizan (2022786059)

Submitted to

Madam Mumtaz binti Ahmad

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1.0 EXECUTIVE SUMMARY

Personal care and hair hygiene is one of the crucial things in our daily life. Clean and hygienic hair care routine will ensure people have clean and healthy hair as well as scalp. Nowadays, most people have been investing into their personal hair care and hygiene. For example, they use some hair care tools like scalp massager shampoo brush in order to maintain their healthy hair as well enhance their scalp health. It cannot be denied that there are many advantages of scalp massager shampoo brush. Nevertheless, manual scalp massager do have some drawbacks such as inconsistency in pressure and movement of brush since people need to use it manually by hand. Thus, our company, BrushCraft & Co. has introduced our own Rechargeable Scalp Massager Brush. Our product is definitely different from other traditional scalp massager brush as it was adapted with many interesting features that will surely give satisfaction to our customers.

Some of the features of our Rechargeable Scalp Massager Brush are detachable scalp massager brush, built-in shampoo dispenser, USB socket, speed control button and on-off button. The brush is made up from soft, silicon bristle, detachable and able to vibrate for massage effects. Apart from that, there is a built-in shampoo dispenser at the handle of the brush. Next, there is a speed and on-off button at the side of the brush. There is also a USB socket at the side of those two buttons. All of these features will surely give such satisfaction for our customers as they are able to experience new things in their hair care routine. Moreover, our team also conducted a survey by using the Google Form. Therefore, our company is able to understand our customers awareness about the existence of our product, their preferences and will on trying our products and more.

According to the survey, 73.6 % respondents had never heard about rechargeable scalp massager brush before. However, among the respondents, 39.6 % likely and 45.3 % most likely to try a new product that combine a scalp massager brush with built-in shampoo dispenser. Therefore, we will keep on improving our design and quality of our products that align with our customers preferences through the feedback from our beloved customers.

2.0 INTRODUCTION

Technology, the ever-evolving force shaping the modern world, has become an integral part of humans daily lives, driving innovation and transforming the way people live, work, and connect. From the relentless progression of artificial intelligence to the seamless integration of smart devices into people's homes, technology is the catalyst for unprecedented advancements (Marshall, 2018). According to Cascio and Montealegre (2016), it empowers people to access information instantaneously, communicate globally in real-time, and tackle complex challenges with efficiency. As a dynamic force, technology is not only a tool for convenience but a transformative agent, reshaping industries, fostering connectivity, and propelling humanity into uncharted realms of possibility (Cascio & Montealegre, 2016). In accordance with Marshall (2018), in its multifaceted forms, technology is the engine propelling people towards a future where the boundaries of what is achievable continue to expand.

The Rechargeable Scalp Massager Brush represents a significant technological advancement in personal care and hair hygiene. This innovative device combines the benefits of scalp massager brush with the convenience of rechargeable technology. Utilizing sophisticated design and materials, the massager employs gentle vibrations to stimulate the scalp, promoting blood circulation and enhancing the effectiveness of shampooing. The rechargeable feature eliminates the need for disposable batteries, contributing to sustainability and reducing environmental impact. Our product's portability and wireless functionality further enhance its user-friendly design, allowing individuals to enjoy a revitalizing scalp massage without being constrained by cords. With this advanced technology, users can experience a more convenient, eco-friendly, and rejuvenating hair care routine.

2.1 Problem Statements / Issues

Traditional or manual scalp massager brush have long been a staple in hair care routines, but they come with inherent limitations that have prompted the development of BrushCraft & Co. groundbreaking Rechargeable Scalp Massager Brush. One of the primary drawbacks of manual scalp massager brush is the inconsistency in pressure and movement, as it relies solely on the user's hand motions. This often results in uneven stimulation and may not effectively target specific areas of the scalp, limiting the overall benefits of the massage. Additionally, the manual

operation can be tiresome for users, hindering the sustained application necessary for optimal scalp health.

The introduction of Brushcraft & Co. Rechargeable Scalp Massager Brush addresses these shortcomings by providing a hands-free, automated solution. The device is equipped with advanced technology that ensures a consistent and customizable massage experience, with adjustable intensity levels. This not only eliminates user fatigue but also enhances the effectiveness of the scalp massage, promoting better blood circulation and more thorough cleansing. The rechargeable feature adds another layer of convenience, eliminating the need for cumbersome cords or disposable batteries, thereby streamlining the user experience and contributing to a more sustainable and efficient personal care routine.

2.2 METHODOLOGY

This company has used a variety of techniques to gather information for customers feedback on the products and services we have offered:

1. Survey

Survey has been done by using Google Form and well distributed via social media to collect quantitative information about customer preferences, expectations, and experiences with current scalp care tools. Additionally, the respondents has the option to provide their thoughts and suggestions regarding our goods and services. The questionnaire design includes both closed- and open-ended questions that cover topics including preferred features of scalp massager brush, difficulties encountered, and existing hair care routine.

2. Research

Internal research has been done within our group members to understand market trends, technological advancements, and emerging innovations in the beauty and personal care industry. This method will leverage internal knowledge and perspectives to make informed decisions throughout the product development lifecycle. In order to address the issues that respondents raised with our products and to determine what needs to be improved in terms of their efficacy and usability, we will finally examine the responses to the survey effectiveness.