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TECHNOLOGY ENTREPRENEURSHIP

NEW PRODUCT DEVELOPMENT REPORT

CHÉRIVELVET.CO

A HIJAB-FRIENDLY LEAVE-IN CONDITIONER

FOR FRIZZ-FREE CURLS

NAME AND STUDENT ID	ANIS NAJWA BINTI GHANI (2024126689)
	IFFAH FASIHAH BINTI ALI MUHAMMED (2024974719)
	LILY SURAYA BINTI MOHD FADZLI (2024963721)
	NOR SHAHRIZA BINTI SAHRUDIN (2024110487)
	NURUL FATHIN AMIRAH BINTI MOHAMAD (2024748847)
	WAN KARMILA BINTI WAN HASRI (2024390093)
NAME OF LECTURER	NOOR HASVENDA BINTI ABD RAHIM
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1.0 EXECUTIVE SUMMARY

A pioneer in the halal beauty industry, the “Hijab-Friendly Leave-In Conditioner for Frizz-Free Curls” was created especially to address the specialised hair care requirements of Muslim women who wear the hijab, especially those with textured or curly hair. Frizz, dryness, loss of curl definition, and scalp discomfort from prolonged hair covering are all frequent issues that are addressed by this lightweight, non-greasy, and fast-absorbing conditioner.

In contrast to traditional hair care products, this one is enhanced with plant-based, halal-certified ingredients including aloe vera, coconut milk extract, shea butter, jojoba oil and vegetable glycerin to provide deep hydration, heal the scalp, and encourage healthier, more defined curls. Alcohol, parabens, sulphates and silicones are all absent from the formula, which makes it suitable for sensitive scalps and compliant with clean beauty standards.

This conditioner is unique because of its emotional and cultural relevance in addition to its performance. The focus on the wellness and beauty experiences of hijabi women, a group that is frequently under-represented in the mainstream hair care industry, fills a significant market need. This gives the product more than simply functioning, it gives empowerment, representation and confidence in accordance with the ideals of self-care, faith and modesty.

With its recyclable and refillable packaging, the product is environmentally friendly and supports sustainable development and ethical consumption. A strong and inclusive story that promotes diversity, cultural relevance and contemporary Muslim identity is reflected in the brand.

This leave-in conditioner sets a new benchmark for innovation in halal personal care and is more than just a high-performing hair product it is a representation of inclusion, respect and individuality.

2.0 INTRODUCTION

For people in all walks of life, hair care is a crucial part of personal hygiene, self-expression and general wellbeing. Hair care practices, which range from washing and conditioning to styling and protection, are intricately linked to personal confidence, lifestyle and cultural identity. More individualised, focused and health-conscious hair care products are being demanded by customers as beauty standards change and knowledge of the health of the scalp and hair grows.

Urbanisation, a move towards holistic beauty techniques and rising disposable income have all contributed to the notable expansion of the worldwide hair care market in the last ten years. The landscape of contemporary hair care has been completely transformed by technological developments in formulation science as well as rising interest in natural and organic components. Instead of settling for generic, one-size-fits-all goods, consumers are now looking for companies that are sensitive to their particular needs, whether those needs relate to hair type, lifestyle issues or cultural customs.

Additionally, the popularity of ethical sourcing, clean beauty and diversity in product creation has forced firms to go beyond tried-and-true formulae. Serving under-represented populations, such as people with sensitive scalps, textured or curly hair and customers with cultural or religious grooming preferences, is part of this.

Even with these advancements, a lot of the hair care business is still ignored, particularly when it comes to goods made for important but specialised markets. Muslim women who wear the hijab are one such category, these people have particular hair care needs because of their extended hair covering and exposure to the outdoors. This unmet need offers a chance for deliberate innovation that combines self-care with self-respect and function with religion.

2.1 PROBLEM STATEMENT/ISSUES

Hair care plays a crucial role in personal hygiene, confidence, and self-expression, yet for many Muslim women who wear the hijab particularly those with curly or textured hair conventional hair products often fail to meet their unique needs. Wearing the hijab for extended

hours in hot or humid environments can lead to scalp irritation, sweat buildup, frizz, dryness, flatness, and a loss of curl definition due to restricted airflow and moisture retention.

Despite a growing market for halal and inclusive beauty products, there remains a significant lack of hair care solutions that are both functionally effective and culturally sensitive. Most mainstream products are not designed with halal certification, modesty considerations, or simplified routines in mind. Furthermore, many formulas include harsh ingredients such as alcohol, parabens, sulfates, or silicones, which can be unsuitable for sensitive scalps and religiously conscious consumers.

As a result, hijabi women often face a frustrating compromise between their faith-based values, their hair texture needs, and the availability of effective and safe hair care products. This gap in the market has led to widespread dissatisfaction, underrepresentation, and a lack of confidence in mainstream beauty solutions.

To address these concerns, our brand introduces a Hijab-Friendly Leave-In Conditioner for Frizz-Free Curls, specially formulated with halal-certified, clean, and nourishing ingredients. This solution not only supports the physical health of hair but also acknowledges the emotional, cultural, and religious significance of modest beauty routines, allowing women to care for their curls without compromise.

2.2 METHODOLOGY

To ensure that our product development aligns with the needs, preferences, and values of our target users, hijab-wearing Muslim women with curly or textured hair our company has implemented several strategic methods to gather valuable data, feedback, and insights during the product development process:

1. Surveys

An online survey was designed and distributed through various social media platforms to reach a diverse group of potential users. The survey aimed to assess awareness regarding the challenges of hair care while wearing a hijab, understand customer pain points such as frizz, dryness, and scalp discomfort, and gauge interest in halal, leave-in hair care solutions. Respondents were also asked to provide their preferences in terms of ingredients, scent, texture,