

## BLUEPRINT ENT600



اَوْنِوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
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MARA

*FreshFrugie*

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Faculty : Faculty of Electrical Engineering  
Programme : Bachelor of Engineering (Hons.) Electronic Engineering  
Programme Code : EE241  
Course Code : ENT600  
Course : Technology Entrepreneurship  
Semester : 8  
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**Submission Date:**

13<sup>rd</sup> December 2019

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## 1.0 INTRODUCTION

### 1.1 Executive Summary

In the changing world nowadays, we always become excited with the new product that is being developed according to our new technology. At this stage is necessary in order to get the detail information about the product, the knowledge of the product details and what features is applied to the improved product, find and analyze suitable target market and also the customer. So, we introduce ourselves as a Manufacturer and supply of Wax Coating for fruits and vegetables. *FreshFrugie* is an Eco-friendly, non-ammonia based wax coating, which is completely safe for use on fruits and vegetables. *FreshFrugie* wax coating is a product developed for use on fruits and vegetables that are intended to be stored in Cold Storage or are transported over long distances.

The classification of our product was identified and we have applied innovation synthesis for our product. Innovation synthesis is defined as combination of existing concepts and factors into new formulation. The detail study of the product have been divided into research and development, product design or features, concept testing, prototype build and also test marketing. For research and development, it is for the idea processing about the product to overcome the problem found from the recent product that has been established at Vigory Specialties Sdn. Bhd. This product target market is wide but we are make a survey that consists of average age for the detail study on target market. From the research and the target market that has been done, a consumer trend canvas (CTC) was completed. The CTC will help to show the summary of the product detail, analysis and target market how the product idea was developed.

After that, the product design and the features are the characteristic that has been analyzed. The main objective is to give suggestion on how to improve the product of waxing so that the product will become much more effective and user friendly to all consumers. It is good to make sure the environment are safer by recycle the used cooking oil rather than disposed it to any place that will cause an effect to our lifestyle. All the used of cooking oil will be filtering to maintain the quality of the oil before proceed to the next process. From the recycle of the used cooking oil, the

## 1.2 Business Introduction

Our product which is “Fresh Frugie” emphasize on the improvement of the existing product so that our Malaysian people stay healthy in their life. “Fresh Frugie”, is about fruits and vegetables waxing product. Common fruits waxing are from artificial wax which is harmful for health and it is indigestible. Some of the artificial waxes are from petroleum based. Our product is made up from used cooking oil that has been filtered before turned into waxing based and it is a natural resources and organic. The source will be collected from selected places only in order to maintain the halal status of the product.

Meanwhile, the technology highlighted for this product by using capacitive sensing method. This present invention is relative to a technique for measuring the refining state of cooking oil. The innovation we use is more precise compared to the conventional method of filtration oil. By using this method, the level of refine oil that will be used in wax manufacturing can be more specific.

Used cooking oil is considered a waste product with no value, but to some it is considered liquid gold. Not many people realize that there is a proper way to dispose cooking oil. When oil is poured down the sink, it solidifies when mixed with cold water and clogs pipes. It could be costing your local council a lot to clean up otherwise avoidable clogs. Yet even if the oil manages to flow through, resources still need to be spent on cleaning it out of the water. Oil spreads thin, so just one litre of oil can affect one million litres of water. These problems also promote the breeding of pests such as mice and cockroaches. This is indirectly a breeding ground for pests that will affect the health of the population.

According to the pollution study statistics in 2016, every household uses minimum 2 kilograms of cooking oil per month while 45% of oil that cannot be used anymore will be discarded. The Klang Municipal Council (MPK) president shared that the council had spent close to RM6 million that year alone on cleaning water pipes and drains clogged by used oil being poured down the kitchen sink. The amount of cooking oil you throw out might seem insignificant to you.