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MARA

**TECHNOLOGY BLUEPRINT:
SPEEDY BEAUTY DRYER**

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TABLE OF CONTENTS

Page Number

Contents

1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT OR SERVICE DESCRIPTION	2
3.0 MARKET ANALYSIS AND STRATEGIES	3-7
4.0 MANAGEMENT TEAM	8-14
5.0 PROJECT MILESTONES	15-18
6.0 CONCLUSIONS	19
7.0 REFERENCES	20
8.0 APPENDICES	21

1. EXECUTIVE SUMMARY

Nowadays, most women wear makeup and they use makeup brushes to apply and blend their makeup. These makeup brushes must be cleaned for at least once a week to make sure that the makeup does not accumulated at the brush and makes it difficult to apply makeup properly. These makeup brushes usually took one night to dry after washing it and this will cause problems to the user if they need to use the makeup brushes. Besides that, by letting the makeup brushes to dry on its own might cause bacteria to breed on the makeup brushes because the makeup brushes are moist and bacteria are more likely to breed in moist condition. To fix this problem, Speedy Beauty Dryer is invented to allow the targeted customer to dry their makeup brushes faster after cleaning and to dry the brushes in a more convenient way. Generally, this product will enter the market by meeting the customers need to save time when they would like to apply their makeup. This product is able to penetrate the market because there are plenty of women who wears makeup and use makeup brushes.

2. PRODUCT OR SERVICE DESCRIPTION

Speedy Beauty Dryer is a product that are using fan to help dry the makeup brushes faster. This Speedy Beauty Dryer is a product that has a box shaped that consists of detachable lid, a body and a base that is installed with two mini fans. The lid function as a rack that have 23 holes of rubber holder with different sizes to hang different sizes of brushes and it is detachable so that the makeup brushes can be checked from time to time. The body of this product is made from acrylic glass because of its durability and the base contain two fans to help aerate the drying process of the makeup brushes. As for the power supply, this fans are connected with USB cable to power up the fan. Based on the average length of makeup brushes, the height of this product is 20 cm while the length and width are 15 cm and 10 cm respectively.

To use this Speedy Beauty dryer, the first step is to open the lid to insert the makeup brushes after cleaning. The brushes are insert according to their sizes where big size of brush will be inserted into the big size hole and vice versa. By using this Speedy Makeup Dryer, as many as 23 makeup brushes can be inserted at one time for drying which will save a lot of time rather than drying the brushes one by one. Next, closed the lid by placing it back carefully on top of the dryer and then connect the USB cable to power supply such as Power Bank to turn on the fan. The brushes can be checked at time to time to make sure the brushes are drying by opening the lid.

The unique feature of this product is the fan used and the USB cable as the power supply. The fan does not harm the makeup brushes or even the user because this fan uses simple circuit and wiring. The fan blades are covered and cannot be accessed which prevent the user from getting a cut. The fan can also provide a good airflow performance and lower bearing noise. Due to the smaller and thinner dan size, it has low power consumption and it is ideal for user-friendly. As for the USB cable, it is attached to the fan is insulated with rubber to reduce the risk of electric shock. Besides that, by using USB cable, it is more convenient instead of using battery because this product can be power up with Power Bank which allows this product to be used anytime and anywhere. The usage of this cable is very effective and quick. This add a significant value to the product as people nowadays favour products that can be use anywhere and anytime

