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## **ENT600**

# **BLEUPRINT: HENNA@PRINTER**

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## **1.0 Executive Summary**

GreeN@ company is a small running company which mainly focus producing a high quality of printer which base in organic henna as the ink which is HENN@PRINTER. By the name of the company, we want to show that, the company is producing a safe product which combine the natural organic product and electronic product at the same time. Our company is targeting to supply a unique organic henna printer as nowadays, people are love to have a unique and exclusive design of henna for any occasion such as wedding ceremony, engagement and even in Eid, Thaipusam and Deepavali celebration. Even though the process looks easy to make, but there must be some difficulty to produce a beautiful and perfect henna details. Therefore, only professional henna artist who has high experience in henna design could produce a well-designed henna and somehow to rent them require a lot of money and takes a lot of time to be done. Therefore, our company has produced a product which not just can help the henna artist but any people who wish to having an exclusive henna design for any occasion and at any time. Moreover, our marketing strategy would involve business strategy, marketing philosophy, the channel of distribution and the value chain of target market. The company main target market is on printer company at an urban area in Petaling Jaya Plus, we also target henna artist. Finally, the product that we produce can reduce time usage for producing a nice henna design. Furthermore, the price of the product is affordable. The price of our product is RM 471.48per/unit. Our company has targeting RM 1, 806, 239 of production by the second year of business.

## **2.0 Product or Service Description**

### **2.1 Details of the product**

HENN@PRINTER is a product from GreeN@ company. HENN@PRINTER is an innovation product that are new in business market. There are many printers which have different function for different preference, our product physical and technology used as same as the regular printer but different in ink usage which is henna as the ink of the printer. This printer can be used at any time and no design limitation as some henna artist found their difficulty and limited in somehow to satisfy their customers satisfaction, but our product HENN@PRINTER would promote the best result and experience for people who wanted an exclusive and a very details henna design. This printer machine is light make it convenient to be carried. Plus, the special ink is use from an organic product and the henna ink have a unique smells came from Lavender assent and the ink is available in black, white, dark maroon, and light orange. The ink cartridges are designed outside the printer

which is easy for adjustment. Moreover, HENN@PRINTER use a high quality of product as it uses the best material in product production.

## **2.2 The application of product**

Things that make HENN@PRINTER different from any printer machine is the ink and paper usage. After turn on the printer, the temporary tattoo paper need to be place at the paper feed, and the henna ink need to be insert at the ink cartridges which beside the printer. HENN@PRINTER works like other printer which need to connect to the laptop or any computer. After connected to the laptop, click print to any desirable design, the printer will receive a graphic output from a computer or laptop by using PCL (Printer Command Language). Next, the image or text is then recreated on to the page using series of meniscus dots. Then, the printer will inject the henna ink by using a thermal bubble inject process from an ink cartridge at a very close range to the permanent tattoo paper as the paper rolls by. Lastly, the paper will leave the printer with a beautiful henna design, and it is ready to be apply onto the skin.

## **2.3 Unique features of product**

- **Organic ink**

The ink is safe to be apply on the human skin, as it is only use an organic product which are harmless. Henna is free from harm ingredient and made from natural product such as Henna/mehndi leaf powder, water, Lavender, Tea Tree essential oils and sugar.

- **Appealing scent**

Usually, a regular henna puree will produce an unpleasant smell for some people but our product will give the best experience to our user as the ink not just made from an organic product but also promote an appealing and a nice smell to our users as it is use the Lavender assent to reduce the unpleasant smell came from the henna puree.

- **Variety of colour**

HENN@PRINTER came with variety of ink colour. Our product promotes an experience as the same as henna artist could give which it provides with four different of colour which are black, white, dark maroon and light orange.

- **Unlimited design**

Like other printer, our printer also functions to print any desirable design that our customers wanted to. As some of the henna artist has their own limitation on certain henna design our product can fulfil our customer satisfaction as they can print any design they wanted at any time.

- **Special paper**

The regular printer would use an A4 paper to print the output, but our product will use the temporary tattoo paper to display the henna design. This paper is use to retain the henna ink which then able to be apply under the skin. Plus, the temporary tattoo paper is use as it able to retain the ink even after a long time been printed.

- **High quality**

Our product is made by the expert one. The company has made a deep research before HENN@PRINTER was produce. To achieve good product performance, the company has made a partnership with the high quality printer and organic henna supplier to achieve the consumer's satisfaction.

## **2.4 The present state of development**

Our company has made a deep research before HENN@PRINTER was produce which to achieve good product performance. We estimate that one to two months will needed to develop and promote the product to the market.

The materials used in HENN@PRINTER are:

- **Printer**

Arduino, H-Bridge (SN754410), small dc motors, switches, wire, rubber string, sheave, rollers, Acrylic, power supply and ink cartridges.

- **Henna ink**

Henna is free from harm ingredient and made from natural product which are Henna/mehndi leaf powder, water, Lavender, Tea Tree essential oils and sugar.

- **Temporary tattoo paper**

Nonporous paper or plastic coated with lacquer, gelatine, or a combination of glue and tusche (a heavy ink-like substance).