



MULTIFUNCTIONAL COMB HAIR DRYER

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EXECUTIVE SUMMARY

Hair dryers are popular appliances that are used every day. Generous Light Sdn Bhd has a mission which is to provide consumers with superior professional products to ensure the complete satisfaction and well-being of our client, manufacturing high-performance and promoting innovation. The main objectives of the report is to identify the appropriate solution to overcome the problems occur. This study was conducted to develop a product that can satisfy consumer needs and satisfaction.

A survey has been conducted to identify the Multifunctional comb hair dryer's demand and its potential in the market. Majority of the respondents agreed and satisfied with the product. It also discovers how many potential consumers are interested in the product. Based on the results that have been obtained from the survey, it shows that major problems encountered while using hair dryer is with the heating element present in the hair dryer and the weight of hair dryer. Thus, Multifunctional comb hair dryer are designed to overcome those problems.

Multifunctional comb hair dryer are designed with 1875 W to provide just the right amount of heat, easy to handle that weigh only 1 pound, three heat settings and durable. The device is a travel-friendly product where the consumer can easily bring the product. Therefore, all of the objectives have been achieved.

2.3.2 Product Design and Features

There are five basic product performance criteria has been considerate in designing the product such as the performance, reliability, safety, durability and special features.

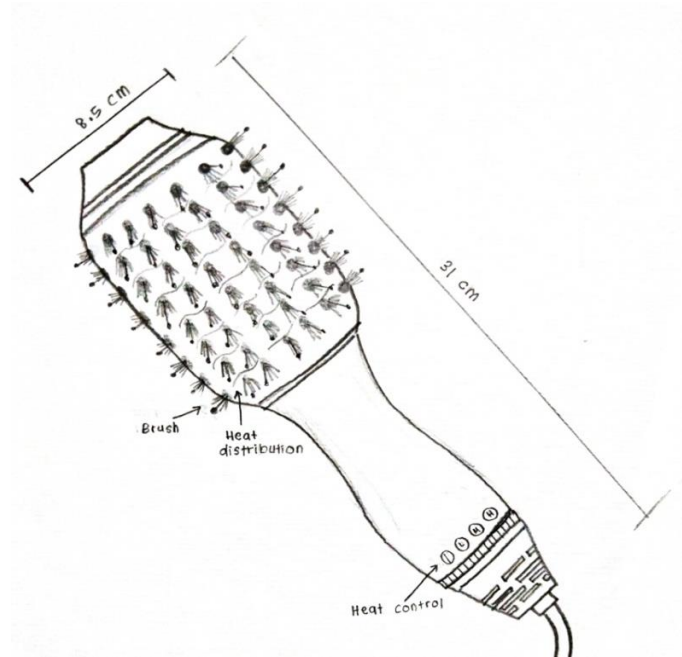


Figure 4: 2-D image of product

Table 2: Table of product specification

No.	Specification	Detail Description
1	Product name	Multifunctional comb hair dryer
2	Brand name	Generous Light
3	Price	RM129
4	Features	1875W, Light, Durable, hot comb brush dryer
5	Weight	1 pound
6	Size	31cm x 8.5 cm x 7 cm
7	Colour	Blue, pink, purple and dark cyan
8	Shape	Oval shape comb
9	Quality specifications	Brush: Nylon pin & Tufted Bristles Holder: Polymer
10	Function	Hair dryer, comb and styler