



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْمِي مَارَا  
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**ENT 600 TECHNOLOGY ENTREPRENEURSHIP**

**BASED BUSINESS IDEA BLUEPRINT**

**“DUO REMOVER CLEANSER”**

**FACULTY : FACULTY OF SPORTS SCIENCE AND RECREATION**  
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## **1.0 EXECUTIVE SUMMARY**

If there is no problem, there will be no solution, and there is no reason for a new product to be existed. There is always a problem in order to build new product. With that, we introduce to the market our Duo remover cleanser that works for removing dirt on our face. Not only remove dirt, but it also can act as a cleanser. Why it is duo? It is because, the product can be worked as a makeup remover and also as a cleanser at the same time as we provide two parts in one tube. One tube is to put makeup remover liquid and the other tube is to put face cleanser. This also can be known as 2 in 1 product. Apart from that, with the existence of this product as well as the benefits, we are guaranteed that it will ease people who buys this product as it is an easy going as well as friendly user product.

Our target marker is specifically made for make-up artist, traveller, men and also for Islam women out there as it comes with a small form where it will make them easier to carry everywhere they go. For example, as we can see the traveler will have problem when it comes to packing their luggage as they need to bring all of stuff along and the space will become narrow to put other important things and sometimes, they forgot to bring one of them. Moreover, Islam women will face a problem like whenever they are going out, some of them will perform prayer at the mosque where they need to bring both makeup remover and cotton pad as well as face cleanser. In addition, for make-up artist, they are likely to have more customer to do the make up on and sometimes they need to remove their customers' make up at the same time for another reception. With that, they sometimes forgot to bring the makeup remover or cleanser along with them during work. Therefore, with these problems we created this new product by adding more value to our target market in order to overcome the problems they faced. With just one duo remover cleanser, they do not have to bring both of makeup remover and the cleanser physically as well as the cotton pad as this product provided them with two tube space and brush for it.

The competitive advantages for my product is that, the users does not need to buy many skincare tools as we already provide them with 2 in 1 product. Furthermore, we provide them with low costs product but offers unique features that customers are willing to pay for. Even with low price, we will ensure the quality we provide to them will meet their expectation and worth every penny they spent on. The objective of this product is not only to clean the face, but with the advance technology that we provide them, it can actually help to detect their skin type and work based on the skin type provided, and it also can regulate blood circulation on

the skin as well as leave the skin glow and healthy. My team will ensure to increase our product's performance from time to time in order to satisfy the users' need so that they would not looking for the product in others company. With that, we will guarantee that it can save their money, space as well as can have healthy skin. In addition, I want to make sure that my product is profitable, that it has become the main objective of every company in the world to ensure that the product is profitable.

The management team that will have in my company is CEO, general manager, HR manager, operation manager marketing and sales manager and financial manager. These manpower will ensure that my Duo Remover Cleanser able to present at the market and will get attraction from our customers. These teams also will provide all the needs of this product in order to enhance the ability of the product from time to time. Lastly, they also will handle everything that related to this product and company as well.