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MARA

**ENT600 TECHNOLOGY ENTREPRENEURSHIP**

**TECHNOLOGY – BASED BUSINESS IDEA BLUEPRINT**

**TITLE:**

**SMART HAIR  
MACHINE**

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## **1.0 EXECUTIVE SUMMARY**

Smart hair machine is a product which has dual function in order to use it. This product has many advantages compared with other products. Components inside this product have dry and wet sessions. Our product has a great quality and technology that can satisfy our consumers. In this product, we applied an easy way for our customers to dress up themselves. They no need to go to the toilet to make his hair wet but just switch the button and after that can use it. After making it wet, they will continue with drying to perform a hairstyle. Furthermore, we also provide affordable prices with high quality and long lasting materials.

We managed to develop this product because to overcome the problem that is being faced by common people. From here, they will simply manage themselves and reduce their energy. They also do not have to worry if there are any problems because we already present a well functioned product. Other than that, we also provide a suitable colour that can attract our customers to buy it.

## **2.0 PRODUCT/SERVICE DESCRIPTION**

### **2.1 DETAIL OF PRODUCT/SERVICE**

This smart hair machine consists of unique component which we innovate from normal hair dryer. We add new features which is we put dual function which is have dual function. From here, it makes other easy to use it and it have light weight which is easy for our customers to bring it everywhere.

### **2.2 APPLICATION OF PRODUCT/SERVICE**

Nowadays, almost every house in the world have wall hair dryer which used by all population in the house either old people or young people. However, the normal hair dryer has their own weakness. The system being set up only for dry. They might lose and cannot understand the exact time at the particular time. Other than that, for parents which busy working, they might have a difficulty to manage their time on working and children. They might forget about one of the problems which they could handle their work but neglected their children and vice versa. Normal hair dryer has limited function which is it just focusing on dry. Therefore, we come out with a unique development.

Normally, the population that will assess our product is household, barber and salons. They usually use hair dryer which is it is important for them to make their hair more stylish. However, by using our product which is smart hair machine, it will make them easy to stylish their hair and can monitor their time to prepared themselves. Salons, which is a place where adults were goes for doing their hair. Apart from this, by representing this kind of things it make household, barber or salons easy to make their hairstyle.

### **2.3 UNIQUE FEATURES OF PRODUCT/SERVICE**

The unique features we take design inspiration from the dryer that only has one function which is for dry. From here, we grab a chance to innovate it into dual function which is dry and wet. Then we start to aim to design portable, simple and easy to carry products. Besides that, we are also always considering the technical and economic criteria such as functionality, working principle, aesthetic value and the most important is the safety of the product. In our new product development of Portable Eco Generator, the reason we design this product is simple and portable because we want to make this product more portable that can easily be carried by the customer who wants to use it anytime and anywhere like go for a holiday or others. This product also can be used for barber and salons. Next, components that are put in the product are fans, copper wire and electric. This is because all the main components have their own capability to generate the product. On the electric parts, it already is covered in order to save it from combined with water that can cause a problem. We already put a higher service towards the product and the safety of the product. This kind of machine requires high safety because if we are careless it will cause a danger to our consumer and they can sue our company. This kind of action needs to be avoided

### **2.4 FUNCTIONAL SPECIFICATIONS**

This section described on the instruction or steps to use this smart hair machine. The steps are simple which anyone could understand it since it is not complicated as normal hair dryer. The first things when customers get this smart hair machine is:

- a. They need to fill the empty bottle that being set up.
- b. Plugin then switch on.
- c. Press either dry or wet.
- d. Use it.

### **2.5 OPPORTUNITIES FOR PRODUCT EXPANSION**

We are committed to producing smart hair machine products that meet both the strict requirements of the hair dryer market and also the varying specifications of our customers. We intend to continue to focus on research and development and product development to ensure that our products meet the evolving and stringent requirements of the smart hair machine industry. We plan to expand the usage of power which is easier for the customers and depend on the majority usage by customers. To enhance our customers' quality control procedures, we intend to make available our current electronic reports on the quality of our products to a larger number of customers. Apart from that, we plan to invest in more advanced technology to enhance our production process. Through upgrading our existing production, laboratory-testing