



Embun Haircare & Co.

INNOVATION FOR HEALTHY SCALP

TECHNOLOGY BLUEPRINT EMBUN HAIRCARE & CO.

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1.0 EXECUTIVE SUMMARY

As a part of the requirement in Technology Entrepreneurship (ENT600), I have prepared a technology-based business idea blueprint. This report is a detailed written document that describes what new product want to accomplish. It is a detailed road map for converting ideas and vision into real, functioning, profitable and viable product.

The name of Embun Haircare new product innovation is “Straightening Comb with Digital LCD Display Scalp Moisture Analyser”. This is an innovation from the existing product skin moisture precision. The same technology will be used in this new product to measure the scalp humidity.

The existing product, hair straightening comb is used to straighten the hair but with this improvement, the device will have the 2 in 1 function. The purpose of this innovation is to help customer to determine their scalp condition by themself with a cheaper alternative and quick process. I believe that this product will be preferred by the customer due to the multifunction feature.

The target market of this product is those are unable to tell which condition is their scalp problem. Scalp problem can occur to both gender, men and women. The condition is grouped into two which is dry or too oily. Both conditions will lead to the scalp itchiness. However, the varies treatment for each condition can often misuse by the customer because they cannot tell what their scalp condition are. Hence, this product is very useful for them so that they can use the suitable treatment on their scalp.

This product was design to save time and ease the customer to analyse their hair anywhere and straighten their hair on the go. The price is reasonable and affordable for such product that is multifunction.

Briefly, the profitability of this product can be visualized to be surpassed by 1 000,000 units sold on the second year of production. The management team of this product consist of several sections and conducted by a specialist and experience employee to ensure run the company well despite of producing high quality of product that caters the customer needs.

2.0 PRODUCT SERVICE DESCRIPTION

Embun Haircare & Co is going to produce a product which is Straightening Comb with Digital LCD Display Scalp Moisture Analyser. This product can offer tremendous value to the customers in term of its quality and features. This product is a multifunction product that can be functioning either as a hair straightening comb or scalp analyser.

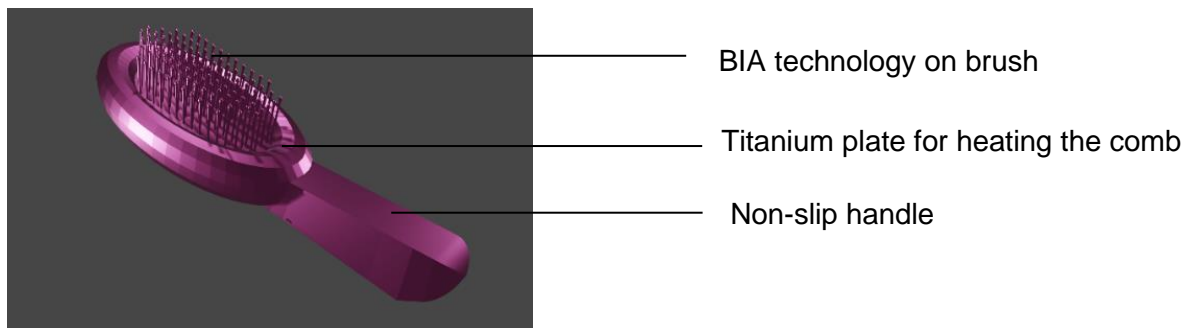


Figure 1: Product design (left view)

Most Malaysian are unable to determine their scalp condition and they have the difficulties in choosing what product to be used onto their scalp. The innovation of this product can overcome this problem and help customer observing their scalp by their own without spending huge amount of money.

As shown in Figure 1, this is the image of the product and its special design. The design is unique and stylish. It is occupied with BIA technology on each of the tip of the comb brush. This enable the moisture precision feature along with the straightening comb feature. The design of the comb handle is non-slip so it will not slip easily of the users' hand while being used. It also made of heat protection handle to enable the device operating with optimum heat. The heat up time for this product is only 15 seconds. The titanium plate is for the heating comb brush purpose. This will allows the optimum heat flow through the comb brush for straightening purpose.