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**UNIVERSITI
TEKNOLOGI
MARA**



SMART TECHWASH

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : NEW PRODUCT DEVELOPMENT

FACULTY & PROGRAMME	: FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING - AP243 & AP248
PROJECT TITLE	: NEW DEVELOPMENT PRODUCT OF SMART TECHWASH
GROUP MEMBERS	: 1. NUR SYAFIZAH BINTI MOHD ALIMAN 2014627688 2. NINI SYAFINI BINTI ZAIDI 2014203192 3. MARHAIN HANANI BINTI HUSIN 2015154881
SEMESTER	: MARCH-JULY 2018
LECTURER	: PUAN HAJAH ZANARIAH ZAINAL ABIDIN

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1. EXECUTIVE SUMMARY

This project is assigned to us to make the promotional plan for a new product development which are not yet launch in the market. Our product is a development from a basic commercial washing machine to a smart commercial washing machine with high technology enhancement. The development is inspired by the scenario of waiting time that having some problem because people tend to leave their laundry to finish.

2. INTRODUCTION

For this project, we have decided to develop the technological innovation of the commercial product. In order to provide the advantages for the users, we introduce the Smart Techwash as an innovation by integrating the commercial washing machine and application on notification reminder.

Problem Statement

As in other laundry centre, customer faced the problems:

- Many customers tend to leave their clothes in the machine.
- The machine did not remind the completion time.
- They leave their dirty laundry and often returned long after the machine has stop.
- Some customer does not want their clothes to be unloaded by others.

This resulted in:

- The machine cannot be used by others.
- Longer waiting time for new customers.
- The customer come late to unload their clothes.

Methodology

The data was collected by talking to five friends who often go to self-service laundry. The team also gathered the data by distributing questionnaires to twenty friends and family members who does laundry. The questioners were given as in the Appendix 1. Analysis on the questionnaire had been made and are shown in the appendix. The result shows that 90% responders are prefer an additional apps that provide notification reminder when the machine has stopped. Therefore, the team is

introducing the Smart TechWash to solve the problem statement. The details of the result are represented in appendix.

Limitations

The limitations of the product are:

- The other customer cannot unload the clothes without getting any permission.
- There is the possibility the card might be missing.

3. NEW PRODUCT DEVELOPMENT

Definition

Smart Techwash are the smart commercial washing machine with an application that provide notification reminder for those customers who tend to leave their clothes for a longer time. Smart Techwash not only limits with the basic control panel, but it also provides a touchscreen interface that consist of timer, permission message, penalty cost and card scanner.

Smart Techwash timer is to show the duration time of machine operation cycle. In addition, the permission message is to display the notification that allow the customer to unload the others clothes while the penalty cost is charged to the customer for the late pick up. Lastly, every customer need to scan the card every time to start the machine. The scanner also functions as locking system to prevent the clothes to be unloaded by others without permission.

Classification of New Product Development

New Product Development Process

Research and Development

Classification for Smart Techwash is under pre-R&D (Research and Development). The team is now researching the concept product of Smart TechWash as a proposal of the blueprint. The blueprint is prepared to apply for a grant to produce the prototypes.