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ENT600 - TECHNOLOGY ENTREPRENEURSHIP

TASK: NPD REPORT LENA SMART PILLOW

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1.0 EXECUTIVE SUMMARY

Mawaddah Group Sdn. Bhd have new product to be introduce to the consumers which is the smart pillow or known as 'Lena Smart Pillow'. Our company targeting in providing a smart pillow since it is every person for all range of old especially for people that working or still studying needs to have enough rest and sleeping time and pillow that have lots of featuring that can help in daily live. Our smart pillow is user-friendly, eco friendly and easy to use. Normally, normal pillow in market only provide people with basic need for placing their head even the pillow sometime not have ergonomic feature for our neck. Therefore, 'Lena Smart Pillow' can help the users to have one pillow that have all feature that normal pillow lack..

. First of all, our target market will be based on the users in District Health Office and among Uitm EPJJ Student since our company frequently deal with District Health Office Worker and UiTM student. The price that we offer also can be consider reasonable comparing to it feature it have.

Thus, we recommended this smart pillow to be used for everyone as the benefit is more for people heath and the price that being offer is reasonable and affordable.

2.0. INTRODUCTION

2.1 Problem Statement/Issues

Nine out of 10 Malaysians suffer from one or more sleep disorders in their lifetimes, says Pantai Hospital Kuala Lumpur consultant ENT head and neck surgeon Dr Kong Min Han. He said the country had enough experts to deal with sleep problems linked to ENT causes such as obstructive sleep apnoea, but it lacked experts in chronic sleep disorders linked to stress and mental health.

”Many more Malaysians are waking up in the middle of the night, finding difficulty in sleeping because of anxiety “They feel tired and unrested in the morning and fall asleep during the day. “This can affect their mental and social health, including their thinking and memory, and may lead to difficulty in learning, irritability and mood swings.

“Increasing anxiety can also effect the immune system and cause weight gain.” Kong said the average person needed at least seven hours of sleep per day.

He said a study showed that people who got less than five hours of sleep could develop hypertension and were twice as likely to get diabetes.

“We need sleep to help our bodies recover and carry out repairs.

“Just following a healthy diet of fruits and vegetables is insufficient.”

Kong said it was important for children to sleep early as lack of sleep would present problems in terms of development and memory.

2.2 Methodology: Data Collections

All information was collected through several methods which are:

2.2.1 Observation

Observation was performed through the problems faced by one of our group members who have sleep disorder. He realize he had sleep disorder since high school. Almost every week he had difficulty to sleep and always not enough sleep. Usually when he having trouble to sleep or having sleep disorder, he will have headage or swing mood in the morning.

2.2.2 Survey or Questionnaire

Several offline surveys or questionnaires were conducted to identify the number of people that have the sleep disorder and the probability of the proposed product to be accepted by the market.

2.2.3 Research

Research and study has been done on the sleep disorder among Malaysian. Other than that, the effect on human who have sleep disorder in Malaysia.

2.3 Limitations

Lena Smart Pillow have several limitation which are:

- 1) The survey and questionnaire was distributed among the PJJ Student of UITM Puncak Alam and Staff at District Health Office only.
- 2) The

