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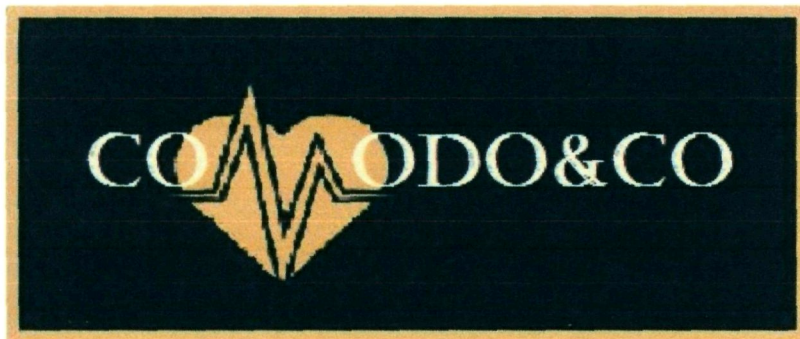
**FACULTY OF HEALTH SCIENCES**

**BACHELOR IN NURSING**

**GROUP: NHSN8 (HS240)**

**ENT 600**

**NEW PRODUCT DEVELOPMENT**



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## EXECUTIVE SUMMARY

COMODO & CO is a business that produces an improved glucose meter called *EZ-GlucoseReader*. It is enhanced by technology and systems to consume less time while consumers are using it since most of diabetic patients are active people whom have less time for themselves. This device can also be used by hearing and sight disabled people because it has been changed in ways like audible system and braille.

The Board of Directors of COMODO & CO are Siti Katijah as General Manager and also Operational Manager, Nurul Shahida as Marketing Manager, Beinah as Administrative Manager, and Ros Laili as Financial Manager. The idea of *EZ-GlucoseReader* was originally made by one of the managers and the others had agreed and all four had properly discussed this project. There are a lot of advantages as well as the disadvantages but to better the lives of our society, the team had ensured to overcome it one by one.

While in the research and development process, the managers had hired expert help and professional advisors to successfully make this project into reality. The company's managers had contributed an equal contribution to the company and also made a loan to properly fund this process. The experts had selected the best material of thermoplastic resin and polycarbonate that mainly structures the device. Our small quality group had also managed to initiate a survey and test marketing to further claim feedbacks from society and at the same time improve the things the managers lack.



## 1.0 INTRODUCTION

Since the beginning, glucose level monitoring is highly vital towards detecting early diabetes disease. In the late 60's and early 70's, the glucose reader machine was gigantic and very complex. It was only used in hospitals by experts that required several steps sequences to obtain the patient's reading. It was not that long ago, after several creations, it was possible for home blood glucose monitoring. This instrument had been improved in a lot of ways and the readings of the test strips had been lead to increased accuracy. On the 1st January 2018, a team of four people had created COMODO & CO to produce a glucometer to check Dextrostix. Our company, consists of four partners, willingly commit our efforts towards shaping our planned project into reality. The team had chosen the word *Comodo* from the Spanish language because it means comfortable. This is because the company's objective would want our customers to comfortably use our products with ease.

However, the group still think that this device needs upgrading and will definitely contribute more to end users. This is because nowadays, people with disabilities are increasing, and people are getting busier and busier each day. As we all know, there had been a rapid increasing rate of disabled people, the lack of audio systems and braille on the device might prevent people from using it in times of emergency when there is no one around to assist them. Also, active working people do not have time to cook and they will eventually often eat fast foods and store-bought foods that are easier to purchase and can be consumed immediately. Surely, this type of device needs some prevention from users getting harmed by the needle inserted inside the device. This is because people in a state of tired or in a rush might be clumsy or unaware of their surroundings.

The team had executed data collections for the device before creating the device. This is to ensure the decisions the crew made are rational and can fulfil the company's objectives as well as maximizing the performance. The data had been obtained from current devices in market comparison to seek the functions needed for improvements. Other than that, the team had hired surveyors to perform a survey to properly decide what consumers' wants and needs. Each partner in the company had previous work experience that enables the team to properly analyse the market and trends.

In the time of working this project into reality, the company had faced many obstacles, from time restraints to professional help. Starting a company is already hard enough and producing a competing product is a second burden to handle. However, us four managers had been brainstorming and motivating ourselves to improve the lives of our society. Competing companies will always better their products but our beginners group will always be ready. Professional help is a must in improving the technologies and systems behind every device. Furthermore, *EZ-GlucoseReader* price is slightly higher compared to existing products. This will surely decrease consumers' interest in buying our device.