



TECHNOLOGY ENTREPRENEURSHIP (ENT600): BLUEPRINT

BEAUTY ON THE GO

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COMPANY'S LOGO _____



CHAPTER 1

PRODUCT DESCRIPTION

1.1 Introduction

Makeup is constantly a changing trend. Women and men have been wearing cosmetics for centuries since the first dynasty of Egypt circa 3100 – 2907 BC based on the earliest historical record of makeup (Gardner, 2017). In this millennial era, millions of people especially women are into the makeup hype. For some people, makeup is important to gain more confidence while looking more presentable. According to the British research, an average British woman spends around £140,000 (RM755,000) on cosmetics in her lifetime (Cheong, 2015). This is the source of happiness for a multi-billion dollar beauty industry. After hours of brainstorming, sorting relevant and potential ideas and background research, the best innovative idea is to develop an automatic makeup booth named as “Beauty on the Go”.

1.2 Purpose of Development

There are several purposes for development of this “Beauty on the Go” makeup booth. The purposes of this product are listed below.

- i. To reduce the time for an average woman spends on doing makeup. Based on research, an average woman spends 40 minutes on basic makeup looks and up to 2 hours for a full-face heavy makeup for special occasion.
- ii. To help woman who has lack of skills, cosmetics and makeup tools on doing makeup. Therefore, with this automatic “Beauty on the Go” makeup booth, a woman can achieve the perfect makeup without requiring any skills, cosmetics and makeup tools.
- iii. To cater the demand and needs for cosmetics in beauty industry by implementing this breakthrough innovation.
- iv. To help beauty entrepreneur in beauty industries selling and promoting their brands using this breakthrough invention.

1.3 Product Concept

There are several concepts of this “Beauty on the Go” makeup booth. The concepts of this automatic makeup booth are listed below.

- i. For a busy woman who has no time to do makeup or in a rush to do makeup. Therefore, by just following few simple steps, makeup is automatically applied on the face within few minutes and ready to go.
- ii. Created for woman who has lack of skills, cosmetics and makeup tools to do makeup. Hence, woman can save their pocket money on makeup stuffs and makeup class to master the art of makeup.

1.4 Application

This makeup booth is intended to be sell to cosmetic entrepreneur in beauty industry to promote their makeup. The makeup that will be applied using airbrush technology such as foundation, concealer, blusher, eyeshadow, lipstick are from their own brand. Then this makeup booth is specific for one gender only, which is female from adolescent to adult female. The application of this makeup is very simple, straight forward and user friendly. The process begins when customer walks into the booth, sit properly on the chair, place their chin on the chin holder to scan their face, choose and customize makeup styles and lastly place again their face on the chin holder to start with the automatic airbrush makeup.