



TECHNOLOGY BLUEPRINT

ULTRA DETECTOR BRANULA (UDB)

Faculty : **FACULTY OF HEALTH SCIENCES**
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Company Name : **WILS SDN.BHD.**
Group Members : **CHE WAN KASMIZA BT CHE WAN**
AHMAD (2016252476)
: **NORLIZA BT ISMAIL**
: **(2016227242)**
: **NURUL MAWADDAH BT SHUKRI**
(2016222682)
SYAFAWATI BT ABU HANIFAH
(2016290786)

Submitted to:

MADAM ZANARIAH BINTI ZAINAL ABIDIN

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CHAPTER 1

1.0 EXECUTIVE SUMMARY

WILS SDN.BHD

1.1 Brief description of the business and product concept

Peripheral intravenous cannulation is a common invasive procedure done in hospitals. Although a minor invasive procedure, it has the potential to introduce infection into the local tissue at site of cannulation or directly into the blood stream.

However, due to some limitations and constraints, from this current canula, to prevent infection. Thus, in New Product Development (NPD) report, we came out with a solution to this problem which is by developing blueprint by using **Ultra Detector Branula (UDB)**. UDB is the newly created iv canula, to facilitate the physician inserting the line in the peripheral of the child, as well as facilitate the nurse to apply during intravenous medication.

Ours companies name WILS SDN.BHD, we are choosing this name because it gives the meaning of all members. One of our greatest joys at WILS is hearing our members tell the stories of the big and important work they are doing – interesting new projects or initiatives, or even interesting and new approaches to old projects. And, in addition to hearing about it, it makes us even happier when we can share those stories with other members. WILS SDN.BHD located at Pandan Indah 55100, Kuala Lumpur.

1.2 The target market and projections

Our marketing goals are in hospitals which is government and private hospital. This product will be use by doctors and nurses, specifically for children's patients. We want these targets to feel that they are going through a simpler way than ever. By suggesting and developing products, we hope we can make it easier for doctors and nurses to use them. Besides that, UDB cannula is one of the new technologies that will improve healthcare service by reducing the risk of complication to pediatric patient.



UDB “patient comfort, caregiver convenience”

1.3 The competitive advantage

Our company produce a product that has more competitors in current industry. The purpose of product is to reduce the infection among paediatric patient and also to give easier for healthcare services in inserted branula. In our business we can make sure that our customer gets more benefit from our product and get compete with another healthcare industry. In this healthcare industry our competitors also have their own benefits to attract people. The different between our product and competitors are using vein scanner that can make customer easy to use it. The UDB can be used in emergency situation and friend-user to medical practitioner.

1.4 The profitability

The UDB can be done to sold and be one of the healthcare industry that have a great potential growth to country. By introduce this product, industry can gain much profit where it can attract customer with our special feature with variety size, new design with cartoon sticker and more functions. Thus, by increasing the production of our products, it can increase the market demand.

1.5 The management team

WILS SDN.BHD management is partnership business which consist of four members. They are General Manager, Marketing and Sales Manager, Financial Manager and Operation and Production Manager. In this form of business, a person forms a partnership with one or more persons to carry out a business with a view to make a maximum profit.

CHAPTER 2

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Introduction

After initial observation and data collection is collected from PICU, PHDW, Paediatric Ward and Emergency Department which involve paediatric patient, Assistant Medical Officer, Staff Nurses, Doctors and houseman during insertion of cannula, we came out with a solution to this problem which is by developing blueprint by using **Ultra Detector, Branula (UDB)**. As we know, Peripheral intravenous cannulation is a common invasive procedure done in hospitals. Although a minor invasive procedure, it has the potential to introduce infection into the local tissue at site of cannulation or directly into the blood stream. However, due to some limitations and constraints, from this current cannula, to prevent infection. UDB is the newly created iv cannula, to facilitate the physician inserting the line in the peripheral of the child, as well as facilitate the nurse to apply during intravenous medication, especially for children's patients.

2.2 Purpose of Development

The purpose of the product development is:

1. Easier to insert IV Cannula among paediatric patients.
2. Easier to find vein among paediatric patients, with the vein scanner provided.
3. Decrease the rate of thrombophlebitis among paediatric patients.
4. Easier to get co-operation with paediatric patients.

2.3 Product Concept

- This product will give the benefit to the clients and healthcare provider as Assistant Medical Officer, Staff Nurses, Doctors and houseman.
- Product not only can be used in PICU, PHDW but can also be used at paediatric ward and in Emergency Department. We are also promoting to health clinic.
- Suitable for paediatric patients.