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GROUP MEMBERS:

'AINUL FARHANAH BINTI MOHD ZAIDI	2020602644
NUR FATEHAH BINTI ABD LATIF	2020601912
NUR AQILLAH NATASYA BINTI ABDUL GHAFAR	2020605126
NURHAYATI BINTI BAHARUM	2020476598
NUR ATHIRAH FATHIAH BINTI JEFFRY	2020834538

SUBMITTED TO

MADAM NABILAH ABDUL SHUKUR

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1.0 EXECUTIVE SUMMARY

Eco Cleaning Wipes is the latest specialty of our Ecoistic company as it applies the most efficient technology in the market. This technology that has been applied to this product is known as “WheFloury”. This technology therefore can enhance the effectiveness of the product by levelling up the rate of oil absorbance.

Our product, Eco Cleaning Wipes, is primarily developed regarding the common issue that occurs worldwide which is water pollution. This issue was not only harming our health, but it also has taken more people's lives every year compared to any other violence. Meanwhile, our drinkable water sources were extremely limited, in which we could only access less than 1 percent of the earth's freshwater (Denchak, 2018). Thus, our company took action to curb this global issue. It is because we believe that from simple measures which are by managing oil waste and recycling old newspapers, we could also educate people to save our earth.

In addition, at the early stage of introducing this product, we aim families as the target customers which are the housewives. It is because the origin of our idea came from the considerably basic problem that happens in the house which is the oil waste management problem that contributed from the household activities such as cooking, oiling the vehicles and many others. Furthermore, as our product would achieve a certain achievement, we enhance the opportunity of target customers by including industrial activities such as the food processing industry and automotive industry.

2.0 PRODUCT DESCRIPTION

2.1 Details of the product

Ecoistic Sdn. Bhd. developed a product that also shares the same basic purpose with another cleaning agent which is the cleaning purpose. However, we innovated the product by creating innovative technology which was called as “WheFloury” technology. This ensures that our products have their own uniqueness that never existed in another company’s product. By adding the wheat flour onto the basic structure of the product, we were able to increase the efficiency of absorption capability. This innovation was also made to enhance the rate of oil absorption so that we could ensure the cleaning process was tremendously successful without leaving any oil remains.

Eco Cleaning Wipes, as the name that we established, this product was very eco-friendly. Meaning that, it was zero harm to the environment. It is because this product was purely originated from nature. This can justify based on the ingredients and materials that we used such as old newspapers, coconut fiber, wheat flour and water in which they came from natural sources. Therefore, this product could degrade into soil easily without causing any environmental pollution. Thus, our company not only serves the cleaning purpose only, but we were also genuinely concerned about environment safety by providing the most effective of the after-usage’s management of the product that most people tend to neglect it.

2.2 Application of the product

The making process of this product was based on the ingredients and materials availability to produce it at home. Primarily, the basic structure of this product was made up of the old newspapers that were softened with plain water which then transformed into tissue paper. The technique that we used was ‘light-crumpled’ technique which was by exerting small force when crumpling the newspaper. After that, we added the fine coconut fiber including coconut coir pith onto the surface of the tissue paper while it remained wet. This would enhance to the firmness of the basic structure of the product. Next, we added the whole-wheat flour onto the surface. We also ensured that the flour was evenly spread onto the surface. Then, we topped the layers with another tissue paper as the final layer. After that, we heat-compressed the layers by using the oven. Therefore, we put the layers between the metal plates to maximize the heat absorbance. We set the oven at 50 degrees and the process

took 10 minutes before we let the layers to cool down at room temperature. The wipes were now ready to be used.

Figure 2.2.1 shows the application of ECW product.



2.3 Uniqueness of the product

Novelty or uniqueness means the special thing that can be found in our product but cannot in other people's product. For our product, it is purely originated from nature, hence, it can be degraded into soil easily and any pollutions can be avoided. According to Wahab (2016), the ways to dispose cooking oil are the oil must be put into a container and sealed properly. After that, it can be sent to the recycle center that accept oil wastes.

According to Admin123 (2018) from Rolanka website, it stated that coir is a material that is completely natural and biodegradable and also safe for wildlife as well. Hence, with the combination of coconut fiber and oil wastes, it will create the easiest method to degrade oil wastes in a natural way. Other than that, our product uses "WheFloury" technology. The technology used to increase the capacity of oil absorbance inside the coir. To summarize, the wheat flour or powdered ingredients will be added in the product to allow more oil being absorb. Subsequently, the rate of oil absorbance can be increased.