



UNIVERSITI  
TEKNOLOGI  
MARA

Universiti Melaka

**V-MIEX**

28 JUNE  
06 JULY  
**2022**

VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION

ROAD TO COMMERCIALISATION

**V-MIEX BOOK**



# V - MIIEX BOOK

## 'ROAD TO COMMERCIALISATION'

#### EDITORS AND COMPILERS:

Dr. Nur Hayati Abd Rahman  
Dr Syukri Abdullah  
Wan Hasmat Wan Hasan  
Aini Qamariah Mohd Yusof  
Norazlan Anual  
Dr. Khairunnisa Abd Samad  
Nordianah Jusoh @ Hussain  
Rozana Othman  
Norlela Abas  
Azira Rahim

#### COVER DESIGN:

Adi Hakim Talib

#### PUBLISHED BY:

Division of Research and Industrial Linkages  
UiTM Cawangan Melaka  
KM26 Jalan Lendu,  
78000 Alor Gajah, Melaka  
Tel: +606-5582094 / +0606-5582190 / +606-5582113  
Email: [miixuitm@gmail.com](mailto:miixuitm@gmail.com)  
Website: <https://www.miiex.my/>  
ISBN: 978-967-2846-04-8

All right reserved. No parts of this publication may be produces, stored in retrieval system or transmitted in any form by any means, electronic, mechanical, photocopying, recording, or otherwise without permission of the copyright holder.

# FOREWORD

ASSOC. PROF TS. DR MOHD RASDI ZAINI  
Rector  
Universiti Teknologi MARA (UiTM) Cawangan Melaka



Welcome to Virtual-Melaka International Intellectual Exposition 2022 (V-MIIEEX 2022). It is an honour for me on behalf of UiTM Melaka Branch to thank all of you for joining the programme and we are proud to inform you that this is the 12th year consecutively, UiTM Melaka Branch is organizing this exposition.

V-MIIEEX 2022 is a platform to improve the commercialization collaboration among industries and communities and at the same time, we also give the opportunity to academicians and students to share ideas and increase their potential innovation products with the industries and communities through their projects. This exposition also serves as a platform to cultivate and upload the nation's innovation culture by presenting new ideas and research by young people, especially from academia, universities, college, high schools, and primary school students.

The economy and development of the country faced a challenging phase in 2021 due to the Covid-19 pandemic. We faced changes in business, education, society, and lifestyle. However, the pandemic proved to be a blessing in disguise as it somehow gave people ideas which would be beneficial to improve their lifestyle and solve problems that might occur in the future. Besides, the new digital landscape also inspires more innovation and new ideas that contribute to various activities such as business and industries. As a university that encourages the "Research, Innovation and Commercialization", this exhibition is organized to encourage more commercialization of products that are beneficial to scholars, industries, and communities to tackle such issues to improve our present and future life.

Since 2009, UiTM Melaka Branch has successfully become the organizer for this innovation exposition. We are not only successful in organizing the exposition, but I would proudly say that we have also successfully embarked on commercialized products. With the number of participants for this year's exhibition, we believe that more commercialized products will be produced in line with the theme for this year, "Road to Commercialisation".

This exposition would never happen without dedication, teamwork, and commitment. A round of applause should be given to the committee teams as the backbone of this exposition. Their hard work, effort, and time made this exposition possible.

Finally, I would like to conclude this brief remark by thanking all the participants and stakeholders for joining the exposition, we hope that this collaboration never ends here.

Thank you.



**DR. NUR HAYATI BINTI ABD RAHMAN**  
Deputy Rector Research & Industrial Linkages  
Universiti Teknologi MARA (UiTM) Cawangan Melaka

It is a great pleasure to welcome all the participants and presenters to the Virtual Melaka International Intellectual Exposition (VMIIEX 22). I am delighted that through this periodic event, we managed to bring together scholars and professionals from various fields to engage through this virtual platform where ideas and breakthrough are discovered and leveraged for commercialization potential.

Since 2009 UiTM Cawangan Melaka has held twelve Invention and Innovation Design competitions and this year we are very honoured to have the second year of VMIIEX organized in digital platform. This has proven that despite the global challenges due to the recent pandemic, it is never an issue for UiTM Melaka to continuously organize this yearly prestigious event and to support the ministry's aspiration in leveraging creativity and innovation in the new norm.

VMIIEX 22 is organized with no sole objectives of accomplishing the University's KPI but instead we are determined to make this programme as the place to help heighten commercialization collaboration in research and innovation with the industry and community through joint exhibitions from various external organizations.

Our aspiration is to also provide exposure and opportunities to academic staff as well as students from public and private universities to engage in direct excellent scholarly activities with the industry and community through activities that can be measured and assessed. As for the Research and Industrial Linkages Office of UiTM Melaka, this exhibition is seen as the platform that can encourage active collaboration and knowledge transfer with industries; objectively to support various activities that will benefit all stakeholders from the various government agencies, local and international universities, industries and communities.

Through the theme of "Road to Commercialization" this year, V-MIIEX 22 is committed to have this event as a boulevard to inspire and cultivate creativity and innovation to the numerous levels of inventors through exposure on latest technologies, astonishing ideas and creative designs with great potential to be commercialized. For this year, we proudly introduce a special category which is the "Endemic Challenge" as the provision to the government of Malaysia's goal of moving towards the endemic.

To ensure that the competing products in this exhibition is not exclusively for the purpose of competition, V-MIIEX 22 is dedicated for the commercialization of highly potential innovation products, which is attained through its active collaboration with tailored needs industries. The commercialization effort was not for income generation purpose only but it aimed to spearhead the development of quality products in line with industrial needs and community benefit.

Therefore, it is a great honour for me on behalf of the Research and Industrial Linkages Office as well as the organizing committee to have all participants in this competition and I would like to express my highest gratitude especially to the Rector of UiTM Melaka and all strategic partners and sponsors for supporting the event.

To finish, I sincerely wish VMIIEX 22 a remarkable success. I believe that this will not be the only collaboration between UiTM Melaka and the respective partners and linkages, but a beginning of a long and fruitful cooperation in future.

Thank you very much.

*road to commercialisation...*

**WAN HASMAT WAN HASAN**  
Project Director V-MIIEEX 2022  
Universiti Teknologi MARA (UiTM) Cawangan Melaka



Assalamualaikum and Warmest Greetings.

It gives me an enormous pleasure, on behalf of the organizing committee to welcome all participants and presenters to the Virtual -Melaka International Intellectual Exposition 2022 (VMIIEX '22) with the theme "Road to Commercialisation". We are honoured and glad to welcome all participants to this biennial event.

This is the second time that we have organized this biennial event virtually. V-MIIEEX 22 is an innovation competition, in which, innovation products, ideas and systems related to various science and technological fields are exhibited as a solution for the presented problems.

V-MIIEEX22 expectantly will be a platform that gathers experts from academies, scientists, and researchers, locally and internationally, to contribute towards the growth of scientific and technological knowledge in each participant's specialisation and expertise.

The competition also serves as a platform to give fresh exposure to the various level of inventors, as well as to encourage the culture of innovation design focused on latest technologies and related to new norms technologies and inventions due to COVID-19.

V-MIIEEX 22 is also hoped to be an avenue for gathering and disseminating the latest knowledge on ideas and acquisition of innovation among the participants. It is hoped that the competition will be able to open the mind of the participants towards latest technologies and design. It is also in line with the government's aspiration to encourage innovation activities in Malaysia.

As a final note, I would like to congratulate my fellow committee members for their tremendous effort, which have been critical to the event's success. In addition, I would like to thank our co-organizer, event sponsors and supporters. Optimistically, we wish that all new knowledge that is discovered, invented, or innovated will drive towards our future sustainability.

Thank you.

# ABOUT V-MIIEEX

The world after COVID-19 is unlikely to return to the world that was. Despite the challenging pace during the pandemic, the strong rebound is expecting in this exciting year 2022. Malaysia is welcoming the great prospects ahead with positive impact on the country's economy and development. Hence, the hope for greater opportunities motivates for more creative thinkers to come up with innovative ideas that can be put forward to be harnessed to overcome similar problems in the future. V-MIIEEx 2022 is one of these platforms which contribute relevant ideas that could help communities of all walks of life cope with this pandemic.

UiTM has identified research, innovation, and commercialization to be among the core components and strategic effort towards becoming a well-known and prominent university. Aside from realizing this goal, with these components and efforts, fostering the development of knowledge, generating financial stability of the university, and producing knowledgeable academicians are also potentially achievable.

By having invention and innovation competition yearly, UiTM Cawangan Melaka is confident that it could further enhance creative and innovative abilities among staff and students. In support of the government notion which upholds the importance of innovation, UiTM Cawangan Melaka has taken the initiative of organising the Virtual Melaka International Intellectual Exposition (V-MIIEEx).

In instigating and nurturing the continuous culture of inventing and innovating, this event is an ideal platform for lecturers, administrative staff, students, and the public to showcase and commercialize their products or prototypes as well as novel ideas. The first IID which was held nationally in UiTM Cawangan Melaka in 2009, has successfully gathered and displayed more than 37 inventions and innovations. Accordingly, to continue this strong passion towards inventing and innovating, the IID competition should be continued and celebrated.

With that, the Division of Research and Industrial Linkages will be organising its 12th IID competition, the Virtual - Melaka International Intellectual Exposition (V-MIIEEx 2022) with the theme, 'Road To Commercialisation'. V-MIIEEx 2022 hopes to welcome 200 competing products to be showcased and commercialized, at the same time, attract attention of related and matching industry.

## Objectives

1. Encourage and instill passion towards inventing and innovating among UiTM Cawangan Melaka staff, students and academicians of local and international higher education institutions;
2. Highlight distinguished talents of skillful inventors and exhibit intellectual products, inventions and innovations among local and private tertiary institutions, government and private agencies, including international participants;
3. Become an effective Business Matching platform for participating research products, matching industries and partnering government agencies;
4. Recognise, inspire and promote invention and innovation products to be patented and commercialized;
5. Increase passion towards inventing and innovating through research and boost interests of government and non-government agencies to obtain consultancy services from a line up experts of higher education institutions and UiTM Cawangan Melaka.

## **Rubber-Container Attached Sponge**

Muhd Ariff Aiman bin Hassan (1) , Ahmad Nizam bin Samsul Zahari (2) , Adam Hasmy bin Edy Hasmy (3) , Mohd Fathan bin Mohd Yusof (4) , Amir Irshad bin Jasni (5) ,  
Noorain Mohd Nordin

Faculty of Business and Management, UiTM Cawangan Melaka, Kampus Bandaraya  
Melaka

2021102153@uitm.edu.my

### **Abstract**

We created The Sponge-B.O.B and decided to turn it into a social enterprise. Due to its numerous significant features that make it incredibly adaptable for purposes, rubber sponge items are extensively employed in a number of current applications. Rubber sponge cleansers are designed for heavy-duty dishwashing and cleaning thick, extra-dirty dishware, as well as sinks and countertops. The rubber sponge is well-known for dishwashing. It features a gritty texture that resembles that of a traditional, more abrasive sponge. The rubber is meant to be gentle on dish surfaces, making it easy to clean and odor-free. The Sponge-B.O.B" stands for the world's "Best of the Best (B.O.B)" sponges. We don't only cater to housewives; anyone can use it to wash their automobiles because it's so user-friendly and versatile. We use the common concept of making sponges as our product to make one's job simpler. Because it is unique, this sponge has its own set of advantages and functions. One of the advantages is that misuse of soap does not result in dry hands since our sponge contains a 100% rubber compartment for soap containers. Furthermore, because this sponge comes with its own soap compartment, we may save money by not having to purchase another container. Because of this function, the user does not have to do as much work and may save time by not having to transfer soap to other containers, which can make their cleaning area dirtier. Unlike traditional sponges, which are only composed of polyester, our sponge is constructed of rubber, which is anti-slip and has great elasticity, allowing us to use it for longer period of time. This is in contrast to traditional sponges, which require regular replacement as they become worn.

**Keywords:** Sponge, user-friendly, versatile, rubber, anti-slip

### **1. INTRODUCTION**

Over the past year, our research has found some problem that make us to create our product which is Sponge-B.O.B. The Sponge-B.O.B company was established in April 2022 and as our company. Our product has been made from an idea to improve a basic sponge to a very user friendly and multipurpose sponge. The motto for our company is "Your little helper" which means that our sponge is able to give further help compared to others normal sponge in the market. Our product is innovated based on the problems that commonly happen to the sponge user. This new type of sponge is perfect for any cleaning such as washing dishes and cars.

Our idea was made from an observation of females at age from 25 to 60 years old. The reason for this average of age is because females within those age mostly do the housework including washing the dishes. As we know, our world is now evolving towards a new era. It is an era where our preference of lifestyle has changed into a more modern-like environment. With this, we now know that most things are becoming much more instant that they were before. Just like our sponge, we aim to make things faster for everyone.

Our business plan includes Marketing Plan, Production Plan, Organization Plan and Financial Plan. In addition, we also used social media advertising and sales promotion to expose our product in the market. Operating plan is one of the most important things to consider to achieve short-term targets and objectives of the company. However, it is important to confirm whether there's any risk of not meeting goals, and how these risks can be avoided.

## **2. OBJECTIVE**

The Sponge-B.O.B intends to help citizens, particularly mothers in the state of Melaka, to explore the new effective and efficient way of cleaning sessions where sponge is needed. Our sponge is no ordinary sponge that many people have been using throughout the years. A lot of things have changed, our civilization is evolving into a new modern one. Hence, from this we thought, there are actually more things that need evolving and yet haven't. It is modified specifically to make any chores easier and accelerates the time taken to get it done. The one and only rubber-container attached sponge will save a lot of people's precious time and avoid any dry hands due to the overuse of liquid soaps while cleaning and washing.

## **3. NOVELTY & INVENTIVENESS**

Sponge-B.O.B is made of a high quality material in which it helps in distinguishing any hard stains on any surface including on any cookware in the kitchen. Nonetheless, what makes it truly unique than the other sponges currently sold in the market is that it is specially designed for those who want to get their job done within a blink of an eye. The soft, squeezable rubber container that was modified to attach on its upper surface will assist its user to "magically" make soap in the sponge. To do so, just simply fill in some soap into the rubber container and squeeze the sponge to dispense the soap from the hole that is connected to the inner sponge. Not to mention, this sponge will also help those with sensitive skin. After analyzing a few samples from the research that we have conducted, many people suffer from dry hands as a result from overusing the amount of soap during their cleaning sessions. Therefore, with more control over the amount of soap used, users can both lower the possibility of dry hands and save money as the frequency of purchasing soap declines. In addition, our product also comes with its own handle where users can slide partially of their hands into it for better grip on the sponge and comfort enhancement. Last but not least, the side-middle sponge has a hole in which it is a compartment for the rough green sponge. From here, users can pull it out whenever they want to use it and keep it back inside the department once done.

## **4. PRACTICALITY & USEFULNESS**

Sponge-B.O.B can facilitate the user to finish the washing work. The user just needs to fill the liquid soap into the container on the top of the sponge and squeeze it to dispense the soap into the sponge. They don't have to dip their sponge into the soap repeatedly. They have to take out the green rough sponge to use it. On the other hand, the container is made of rubber. Hence, it is easy for the user to squeeze it. Therefore, it is also comfortable for you to hold as well as excellent scrubbing power that can clean items normally hard to wash. Plus, it will save their time and energy.

## **5. CONCLUSION**

Our product has only one goal which is to make our life easier. Adulting sometimes can be



hard and tiring as we need to maintain our work life balance which means that every second is very important. With our product, cleaning not only is easier but also saves time so we have time to spend with our loved ones. With its user-friendly design and material, it is suitable for everyone to use and most importantly cleaning will feel easier than ever. The sponge with a soap container that protects us from dry hands is also suitable for heavy duty dishwashing and will surely help us in our daily life. With our motto B.O.B which means best of the best will make sure customer satisfaction will be our priority to keep improving our product.