

Innovative Products Stole Limelight

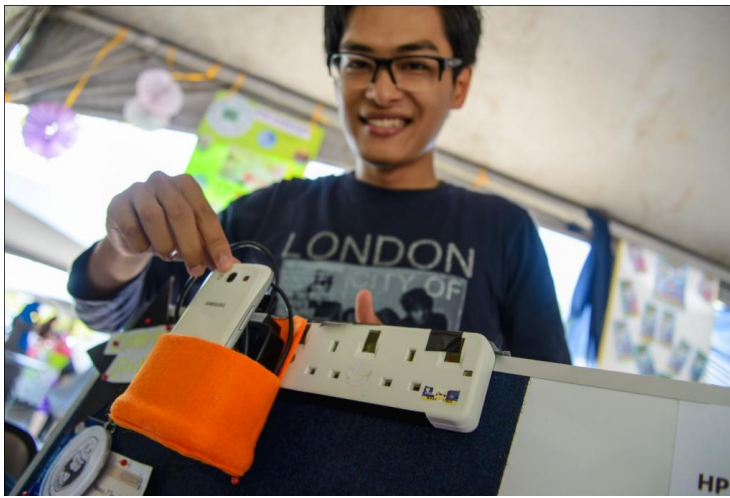
Published: Tuesday, 06 May 2014 17:52 | [Print](#) | Hits: 4232

Share 0

Recommend Share 0

Tweet

Share G+ Share 0



TUESDAY, 6 MAY – A number of creative and innovative products by Universiti Malaysia Sabah (UMS) undergrads were displayed at the 10th Basic Entrepreneurship Acculturation Expo (APK) which ended today.

Smart Handphone Holder innovation by a group of undergrads from the School of Social Sciences was among those that attracted visitors to the expo. The product was made by undergrads from shampoo bottles which served as a mobile phone holder which can be connected to when charging.

A member of the group, Marjaidi Asmara explained that the product can be made into a variety of forms according to the different types of mobile phones available in the market.

“This product is designed to solve the most common problem faced by users, such as placing the mobile phone at a height when charging with the risk of falling which could cause damage to the mobile phone,” he said.

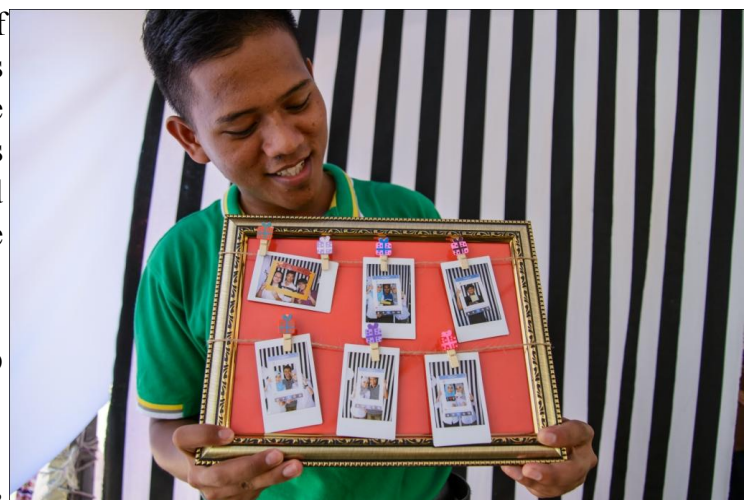
He added that in addition to the product; two products of their creation, UMS Creative Badge and UMS Bangle Style also received overwhelming response from visitors.

Another creative entrepreneurship product also received overwhelming response from visitors during the two-day sale.

Sweet Memory Photobooth invented by a group of undergrads from the School of Business and Economics (SPE) looked simple but yielded profitable revenue. The undergrads used two different patterned fabric as background and visitors would hold attractive patterned picture frames before the photographer snap their unique pictures.

SPE undergrad, Izzah Asyikin disclosed that their group recorded sales which was above their actual target.

“We were targeting to sell at least 40 pieces of pictures, but 79 far exceeded our expectations,” she added.



An estimated 3,000 visitors visited the 10th APK Expo which was held at the parking lot of UMS Library. – MA (fl)