

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Ninneez founded by Catherine McMaster, is a new and undeveloped business in Gold Coast Queensland of Australia that aims to revolutionise the medical garment industry into comfortable yet practical medical garments for individuals in aged care and addressing the specific needs of seniors with health issues. Catherine was inspired to start Ninneez after observing the constant discomfort faced by seniors especially women in aged care when undergoing mammograms.

The discomfort was mainly caused due to constant skin on skin friction like under the breast where bra is not usually worn and armpit resulting in skin issues and irritation. Resolving a constant oil treatment and powdering for the seniors that can be very agitated for them who also had to suffer from other health issues. Patients that are affected by stroke or have restriction in movement are shown to be struggling with dressing while the arms and shoulders movement are restricted. Driven by passion for alleviating this discomfort and improving the quality life for seniors in aged care, Catherine conceptualised the idea of medical garment that combines ease of use, accessibility, comfort, and functionality aiming to address the specific needs of seniors in aged care and hospital settings. Creating an adaptive medical garment that can reduce fractions with one of the designs having shoulder opening allow recumbent patients and ventilators without tangling lines to be dressed and have a very minimum amount of metal in the garment and allow for chest Xray to be taken without need for undressing the patients.

Currently, Ninneez is still in the process of finalising the product for medical garments and in process for the products to get patent on. Recognizing the importance of a solid business plan and the important role of the website in this era, Catherine reached out for assistance with Swinburne to develop a business plan so she can have a clear direction for Ninneez. Since Ninneez's website is currently developed by Catherine's relatives, she also would like to create a prototype website

to be compared with the Ninneez's. With Australia's ageing population on the rise, the demand for specialised care products is increasing, creating an opportunity for Ninneez to make a meaningful impact. By offering a garment that prioritises comfort and accessibility, Ninneez has the potential to enhance the quality of life for countless seniors and alleviate the burden on caregivers and healthcare professionals.

### 1.2 Scope Limitation

In this project, there are some limitations or constraints that are discussed with the client to define what will be covered and included in the project as table 1.1 shows below.

Table 1.1 Scope of Worktable

Scopes	Description
Business Plan	Develop a business plan that provides an overview of the business and the market in the current stage of development and cover industry barriers, market analysis and marketing/branding strategy.
Website Prototype	Designing and creating prototype websites using WordPress.
User Manual	Writing the user manual for the prototype of the website that cover functionality of the prototype and its usage in future development process.

### 1.3 Problem Formulation

1. How to create and develop a business plan for Ninneez that serves as a framework incorporating key areas such as market analysis and branding strategy?

2. How to design and develop an ecommerce website prototype that serves as a framework that can be used by Ninneez?

#### **1.4 Research Purposes**

1. To create and develop a business plan for Ninneez that serves as a framework incorporating key areas such as market analysis, industry barriers and branding strategy.
2. To design and develop an ecommerce website prototype that serves as a framework that can be used by Ninneez.

#### **1.5 Research Benefits**

1. Provide a clear framework for Ninneez to follow once they have secured a satisfactory supplier.
2. Reduce confusion associated with start-ups by having a clear roadmap.
3. Provide a website framework design that can be used in case if the first website design is not suitable for the Ninneez brand value.

#### **1.6 Systematic of Work**

In this first chapter will be discussing the introduction that contains explanations for the company and project background, problem statement, within scope of the project. The purposes and benefits of the project as well with systematics of work. In the next second chapter, will be discussing literature review that is based on research upon similar or relevant projects. The third chapter will explain about research methodology that will contain the outline and methods as well the techniques that are used in the project. The fourth chapter is containing the final results of the project while the fifth will conclude and summarise the project works and results as well with recommendation and suggestion for future projects.