



KAAIAZ SDN BHD (LED FLASK)

Faculty : FACULTY OF COMPUTER AND
MATHEMATICAL SCIENCES (FSKM)

Program : BACHELOR OF SCIENCE (HONS.)
MANAGEMENT MATHEMATICS

Program Code : CS248

Course : ENT 600

Course Code : TECHNOLOGY ENTREPRENEURSHIP

Semester : 6

Student ID : 2017307435

Name : SITI NORSUHADA BINTI ABDUL RAZAK

Lecturer : SIR MOHD FAZLY BIN MOHD RAZALI

Submitted to:
SIR MOHD FAZLY BIN MOHD RAZALI

Submission Date:
1st June 2020

TABLE OF CONTENT

TABLE OF CONTENT	PAGE
TABLE OF CONTENT	i
LIST OF FIGURES	ii
LIST OF TABLES	ii
EXECUTIVE SUMMARY	iii
1. INTRODUCTION	
1.1 Background of Company	1-2
1.2 Problem Statement/Issues	3
1.3 Objectives of The Report	3
1.4 Methodology	3-4
2. NEW PRODUCT DEVELOPMENT	
2.1 Definition	5
2.2 Classification of NPD	6
2.3 New Product Development Process	
2.3.1 Research & Development	7-9
2.3.2 Product Design & Features	10-12
2.3.3 Concept Testing	11-23
2.3.4 Build Prototype (2D or 3D)	23-25
2.3.5 Test Marketing	25-27
3. CONCLUSION	28
4. REFERENCES	29
5. APPENDICES	30-32

EXECUTIVE SUMMARY

KAAIAZ SDH BHD is a new company established in 2020 and its CEO is a young woman; Siti NorSuhada follows by her three managers for each department. KAAIAZ company is a manufacturing company and also distributing the home appliances. The first product that KAAIAZ company wants to produce is LED Flask. KAAIAZ company found that flask in the market right now is just a flask without any functions. Therefore, through research, SWOT, and case study of other flasks, they decided to improve the flask into the functional and fancy one.

LED Flask has LED display on the cup lid to provide information about water temperature, using double wall vacuum insulation with anti-corrosive, and upgrade the flasks into flasks lithium battery to look different than other brands. It is also eco-friendly and BPA free. KAAIAZ company distributed the online questionnaire to collect feedback and their market survey. From the online questionnaire, KAAIAZ company found their product, LED Flask is received positive response from the respondents and they are ready to market it.

CHAPTER 1

INTRODUCTION

1.1 Company Background

1. Background

KAAIAZ Company is a new company that established in 2020 focuses on manufacturing the varies of home appliances such as flask, rice cooker, and electrical home cleaner. The first product that KAAIAZ wants to produce is LED Flask. This LED Flask is much different than the ordinary flask that people have in their life. Even though it is not new in the market, but it is completely new product with various upgrade to satisfy the customers' satisfaction and need.

Name	KAAIAZ Sdn Bhd
Vision	One in ASEAN
Mission	To be intelligent manufacturer with varies technologies to use in product.
Objectives	<ol style="list-style-type: none">1. To be in top 5 list of manufacturer in 3 years2. Target sales for 1M in 1st year3. Sales increases every year up to 50%
Core Function	Manufacturing, distribution and marketing electrical home appliances.
Industry	Electrical Equipment Manufacturing

2. Organizational Chart

The CEO of the KAAIAZ Company is Siti NorSuhada follows by 3 managers which are Admin Manager for Administrative Department, Finance Manager for Financial Department, and Operational Manager for Operational Department.

2.3.2 Product Design and Features.

Product design refers to the conceptual translation of a new product idea.

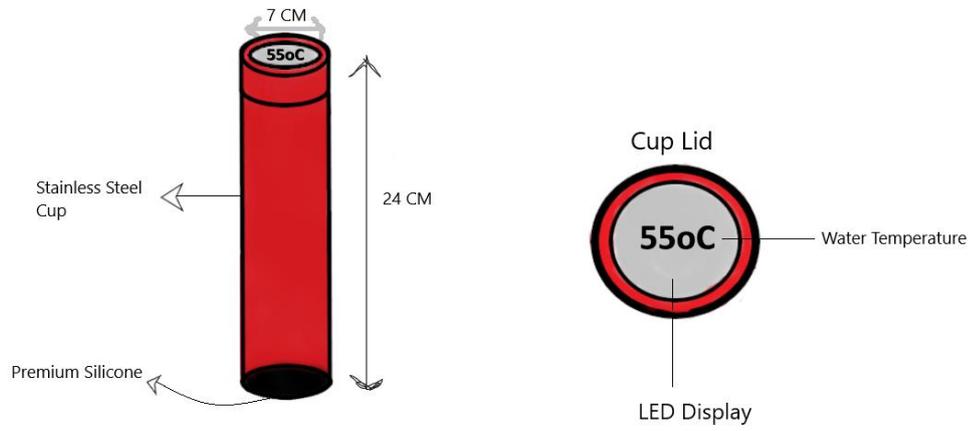


Figure 2.11: LED Flask



Figure 12.2: Lithium Battery