



6 BLADE MONDO VOICE CEILING FAN

Faculty : FACULTY OF SPORT SCIENCES AND RECREATION

Program : BACHELOR OF SPORT MANAGEMENT (HONS).

Program Code : SR241

Course :TEHNOLOGY ENTREPRENEURSHIP

Course Code :ENT 600

Semester : 5

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Submission Date: 27 December 2020

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EXECUTIVE SUMMARY

Panasonic Corporation is a company that produces various types of home appliances and electrical products. Konosuke Matsushita founded Matsushita Electric Home Appliances Manufacturing Jobs in 1918. One of the company was located in Selangor, Malaysia which is Panasonic Malaysia Sdn Bhd. One of the items this company makes is the Panasonic 6 Blade Mondo Ceiling Fan. This fan allows users to provide customers in the house with satisfaction and comfort. This fan is very beneficial to customers because when the hot weather arrives in Malaysia, Malaysia has a warm and humid climate during the year, it can decrease the warmth in the home.

The objective to demonstrate the creation process of 6 Blade Mondo Voice Ceiling Fan, including idea generation, idea filtering, ceiling fan design and its functionality, and to find out whether the readable ceiling fan will be released on the market as a commodity. We also conduct design tests to define and make changes to the proposed product before using CTC analysis in order to achieve these targets. Not just that, by doing Test Marketing research, we still strive to identify the consumer need. In addition, the method used in this study is questionnaire form from Google form and the respondents in this survey are mainly household with various employment backgrounds aged 25-45 years and above.

In conclusion, we have so many feedback from the people in this process. However, we more focus on adding voice sensor to ceiling fan. Then, we create two questionnaires for a user to responses. The questionnaires are the concept testing and marketing testing. From this survey, we can learn more about what the user wants and what user don't like to improve in our product. Beside that, we want to know how customer rate our products before we make the products. Not just that, we can learn many ways to get the best outcome because we launch the product as we do in the new product development process.

1.0 INTRODUCTION

This chapter discusses the background of the company, problems statement, objectives and methodology used for 6 Blade Mondo Voice Ceiling Fan.

1.1 BACKGROUND OF THE COMPANY

1.1.1 Background Panasonic

The history of Panasonic can be traced back to the time Konosuke Matsushita founded Matsushita Electric Home Appliances Manufacturing Jobs in 1918. Look at how the company grew and became one of the world-famous electronics companies today.

1.1.2 Background of Panasonic in Malaysia

When Syarikat Matsushita Electric (Malaysia) Bhd (MELCOM) was established as a manufacturing company for the first time on 3 September 1965, 10% of equity was held by Hagemeyer Trading Company. In an unauthorized agreement with the founder of Matsushita, Hagemeyer was also given the right to act as the sole agent of the National product for the next 10 years. And a decade later, Matsushita Sales & Service Sdn. Bhd. (MASCO) was established on March 29, 1976 - as an effort between MELCOM and Hagemeyer to distribute these MELCOM products. In 1992 the company was renamed to National Panasonic Malaysia Sdn. Bhd. (NPM). Eleven years later, on 1 October 2003, NPM became part of a global branding training. NPM has also undergone another name change known as Panasonic Malaysia Sdn. Bhd. (PM). Panasonic Malaysia Sdn. Bhd. is a sales, service and marketing company for the Panasonic brand for a range of electrical and electronics products manufactured by Panasonic Group of Companies. Over the years, their company portfolio has expanded significantly, and now covers a wide range of home appliances, business systems, professional broadcasting solutions, and telecommunications.

1.1.3 Panasonic Group Companies in Malaysia

1. Panasonic Malaysia Sdn. Bhd (PM)

PM is sales, marketing and after-sales service branch for Panasonic Consumer electronics product.

2.3.2 PRODUCT DESIGN & FEATURES

As referred to NPD guidelines, the product design is the translation of the concept of our new product idea or concept. The design that include the physical design, artistic design as well as required parameter to satisfy customers and market needs

By developing the product, we have considered a few basic criteria for our product performance through the design for our new concept which is a 6 Blade Mondo Voice Ceiling Fan. Here are our new product creation requirement and explanation.


Types of product	Name	Description
 <p data-bbox="375 1035 483 1066">Figure 1</p>	<p data-bbox="630 695 773 877">6 BLADE MONDO VOICE CEILING FANS</p>	<ul style="list-style-type: none"> <li data-bbox="870 695 1349 726">✚ New Twin DC Motor Technology. <li data-bbox="870 741 1114 772">● 6-blade design. <li data-bbox="870 779 1089 810">✚ Motion sensor <li data-bbox="870 831 1110 863">✚ Yuragi function <li data-bbox="870 884 1081 915">✚ Voice control <li data-bbox="870 936 1224 968">✚ Advanced remote control <li data-bbox="870 989 1157 1020">✚ Greater air delivery <li data-bbox="870 1041 1224 1073">✚ Enhanced safety features <li data-bbox="870 1115 1300 1199">● Durable PPG with aluminium blade extension <li data-bbox="870 1230 1305 1314">● LCD remote control with 9-sequential speed selection <li data-bbox="870 1346 1138 1377">✚ 1-8 hour off timer <li data-bbox="870 1398 1130 1430">✚ 1-8 hour on timer <li data-bbox="870 1451 1187 1482">✚ 2-8 hours' sleep timer <li data-bbox="870 1503 1377 1535">✚ Model: F- M18LYVBKRH/VBKSH <li data-bbox="870 1556 1105 1587">✚ Width: 1800mm <li data-bbox="870 1608 1182 1640">✚ Canopy pipe: 446mm <li data-bbox="870 1661 1149 1692">✚ Long pipe: 702mm <li data-bbox="870 1713 1081 1745">✚ Colour: black

Table 2 : Product/Service Description