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**ENT 600: TECHNOLOGY ENTREPRENEURSHIP
NEW PRODUCT DEVELOPMENT REPORT**

CATTECH: WARM CAT SHELTER

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1.0) EXECUTIVE SUMMARY

The New Product Development Report for the Warm Cat Shelter outlines the comprehensive process of developing a shelter designed to provide a comfortable and warm environment for outdoor and stray cats during cold or rainy weather. It includes an executive summary, introduction, problem statement, methodology, new product development details, and a conclusion. The development process involved thorough research, concept testing, prototype development, and test marketing.

Surveys and questionnaires were utilized to gather feedback from potential consumers, with a focus on understanding market trends, customer needs, and competition. This report emphasizes the importance of considering the well-being, comfort, and safety of cats in the development of the product. The Warm Cat Shelter aims to address the need for a safe and warm environment for cats, providing comfort and safety for both outdoor and home cats. There is also highlights the positive reception of the Warm Cat Shelter concept and the potential for its success in the market.

Additionally, it emphasizes the importance of understanding market trends, customer needs, and competition in the development of new products. The document provides a detailed and insightful overview of the development process for the Warm Cat Shelter, including its purpose, benefits, limitations, and the thorough research and testing conducted to assess its market potential.

2.0) INTRODUCTION

A Warm Cat Shelter is a cat house designed to be a place where cats can sleep and rest comfortably. It has a warm pad that can heat cats. Through observation, almost all cats love heat to the point that some would even lie down under the sun. There is even a video that shows an indoor cat sleeping and moving to where there is sunlight. This proves that cats love heat, which is scarce during cold or rainy weather. Therefore, we decided to develop the Warm Cat Shelter not only to provide a place where stray cats can stay but also to warm up during cold times.

We recommend any cat lovers or any NGO that takes care of stray cats to try out Warm Cat Shelter as it can give comfort to the cats. This product is designed to fully ensure that cats would love the cat house as much as they love cardboard boxes.

The Warm Cat Shelter benefits both the owners and the cats. For instance, one of the benefits is that cats would be sheltered from cruel weather such as heavy rain and strong winds. The product is designed to be waterproof, therefore the water would not bother the cats. Secondly, cats can stay warm during cold times or rainy seasons. Because of the built-in heat pad, all the cats have to do is get in the shelter to stay warm. Third, it is simple to clean. The heat pad is wrapped in aluminium foil with a thin cloth on top. Any faeces or stains can be cleaned easily. Other than that, there are various sizes of the Warm Cat Shelter. Ranging from small to large for different amounts of cats to fit in. Next, shaved cats will not need a blanket. As some cats will need to be shaved for their health, they will feel cold without the coat of fur. Therefore, with the Warm Cat Shelter, they can simply get in the shelter to get warm instead of being tucked in a blanket, which may make them uncomfortable. Last but not least, the Warm Cat Shelter is light and portable. With a material made of plastic, it does not weigh a lot and is easy to transport.

2.1) PROBLEM STATEMENT

- **Outdoor or stray cats cannot warm themselves up during cold weather.**

Cats are mischievous creatures. Sometimes, cat owners will keep their cats outside of their houses for various reasons. Cats will sometimes pee or defecate in any part of the house despite having a litter box readied and trained. To avoid that, cat owners will often make them stay outside the house, but usually still within the area. This can lead to a problem, in which outdoor or stray cats will feel cold at night, especially in cold areas such as Cameron Highland or rainy seasons. A simple cat house is not sufficient as the cold surrounding area and air will still affect them. Thus, cat owners or NGO cat caretakers will need a cat shelter with a built-in heat pad for their cats to be comfortable even in a cold environment.

- **Stray cats do not have any shelter during the rainy or monsoon season.**

In most cases, cat owners with outdoor cats usually have an awning. But in certain cases, they don't. As such, the outdoor cats will not have shelters when it rains, and the same case applies to the stray cats. Sometimes, stray cats will seek shelter in dangerous places like under vehicles. During heavy rains, people will not check underneath their cars as they want to get out of the rain as fast as possible. This can lead to them running over the cats, as they are afraid to get out from underneath the car as it rains. Therefore, the cats on the streets and the outdoor cats will need a safe place to take shelter whenever it rains.

- **Cat shelters are usually tedious to clean.**

The generic design for cat shelters is usually big and the materials used are wood or wool. This makes it difficult and tedious to clean as the cat shelters are usually fixed and cannot be opened. With the wools already sewn together with the structures, it cannot be cleaned separately and the owner will have to bring the entire cat shelter with them to clean. Not to mention, with the closed spaces, it will be hard to dry off the cat shelter too after cleaning it. To solve this problem, the cat shelter simply needs a roof that can be opened and a pad to cover the floor.