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1.0 EXECUTIVE SUMMARY

PoshPick is an application that provides a service for people to shop online. Some personal shoppers were gathered in this application to facilitate customers when shopping online. We always strive to give the best service to our customers.

This personal shopper application, PoshPick is a comprehensive platform designed to cater to the modern consumer's evolving needs in the retail landscape. Through a user-friendly interface and advanced algorithms, the application will provide tailored shopping recommendations, efficient navigation within stores, and seamless checkout experiences, all while integrating user preferences and real-time inventory data.

In this New Product Development (NPD) report, we came out with a solution to this problem which is by developing a blueprint by using mobile applications. The product is considered as new to the firm – new product line to this organization. This mobile application will be used as the platform for the customers to shop their needs online. It will lead to easier and effective ways to buy their needs if they have no time or the store is located far away from their house.

Our target market is workers, housewives, students, and rural residents who love shopping online. We want these targets to feel they are going through an easier way from the previous system. By proposing and developing the product, we hope we can ease the way of their current lifestyle.

2.0 INTRODUCTION

In today's fast-paced world, personalized shopping experiences and convenience have become increasingly important. Personal shopper services have seen a significant rise in popularity, revolutionizing the retail industry where it offering a convenient solution for individuals who are short on time or simply prefer to outsource their shopping needs. With the rise of technology and the ever-growing demand for efficiency, one app aims to revolutionize the personal shopping experience by bringing together a wide range of services under one platform. This app serves as a one-stop-shop for all your shopping needs, allowing users to browse and purchase products from various stores, enlist the help of professional shoppers, and have their purchases delivered right to their doorstep.

According to Silveira and Marreiros (2014), personal shopper services entail expert assistance in picking and purchasing things based on individual tastes and needs. These services services, fulfilling the growing desire for distinctive, convenient shopping experiences and gaining appeal among consumers looking for personalized support in their shopping journeys.

The purpose of creating this app is to expedite and simplify the personal buying process. Users no longer require going through several applications or websites to meet their shopping needs because multiple services have been consolidated onto one platform. This software attempts to deliver a seamless and efficient shopping experience for groceries, clothing, home decor, and even specialist items. The developers recognize the value of time and convenience in today's fast-paced environment and have created the app to meet these requirements. address the desire for individualized experiences in today's changing consumer market, where online buying gives a plethora of possibilities. Personal shoppers provide significant insight to consumers seeking expert counsel in the face of overwhelming choices, delivering individualized advise taking style, preferences, and budget into account.

2.1 PROBLEM STATEMENT

There are limited trust verification in other social media platform when the personal shopper do their services. Personal shopping platforms and applications frequently come with built-in mechanisms to confirm and authenticate the legitimacy of the personal shoppers. This might be a mechanism where past clients can provide comments regarding their experiences, user reviews, or ratings. On social media sites such as Instagram, Twitter, or Telegram, however, there isn't a specific or organized verification procedure for personal shopper services. It is more difficult for prospective customers to evaluate the dependability, knowledge, or credibility of the shopper they are interacting with in the absence of a trust verification system. Because of this, customers may hesitate or find it difficult to assess whether the shopper is sincere or qualified to deliver a quality service.

The most popular social media platform that personal shoppers use is the Telegram channel. The experience is unstructured on Telegram where channel spamming results from personal shoppers often posting sale items at random. It becomes difficult for people to search for particular products or brands because they have to scroll go through a lot of messages or images. Furthermore, order tracking is disorganized because personal shoppers manually enter tracking numbers, which could result in mistakes or misunderstandings.

Additionally, a common problem is when customers become "joybuyers". When making purchases, many personal shoppers choose not to collect money in full. This leads to situations when consumers decide to change their minds and cancel payments, which disrupts business and may result in losses for the shopper. Other than that, There is no standardized method or specialized support structure in place in the event that a consumer has concerns with purchased things, requires a refund, or encounters any difficulties during the transaction. Because the communication and resolution process is not clearly defined, this lack might lead to confusion or difficulties in resolving problems that may develop.