



اَوْنُوْزِ سِيْتِي تِي كُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): NPD

FACULTY	FACULTY OF SPORT SCIENCES AND RECREATIONAL
PROGRAMME	SR241 - BACHELOR OF SPORT MANAGEMENT (HONS.)
SEMESTER	5
PROJECT TITLE	EXTENDABLE GOAL POST
NAME GROUP MEMBERS:	1. NOOR SYZWANI BT SULAIMAN (2018263396) (L) 2. MUHAMMAD ZAYANIE BIN IBNUATAILLAH (2018263404) (AL) 3. MOHAMAD HAKIMI BIN JAAFAR (2018200622) (M1) 4. NUR FADZILAH BT MOHD PUAT (201820044) (M2) 5. MOHAMMAD HAZWAN BIN SALMI (2018248324) (M3)
LECTURER	DR. ATHIFAH NAJWANI HJ SHAHIDAN

**TABLE OF
CONTENTS**

TITLE PAGE	i
LIST OF FIGURE	ii
EXECUTIVE SUMMARY	iii
1.0 INTRODUCTION	1
1.1 Problem Statement	2
1.2 Objectives	3
1.3 Methodology	3
2.0 New Product Development	4
2.1 Definition.....	4
2.2 Classification of NPD	4
2.3 New product development process	5
2.3.1 Research and development.....	5
2.3.2 Product Design & Features	17
2.3.3 Concept Testing.....	19
2.3.4 Prototype.....	22
2.3.5 Test Marketing	27
3.0 CONCLUSION	31
4.0 REFERENCES	32
5.0 APPENDICES	33

EXECUTIVE SUMMARY

New product development, is the process of bringing a new original product idea to the market. This project is an attempt to know how the theories can be applied to a practical situation. As a student in UiTM Arau, it is a part of a learning for everybody to perform a case study project. So, for this purpose, we got the opportunity to do a research on company which has the potential to market the new goal post with multifunctional function that comes along with invented technologies. The project entails the company profile and its products.

In the implementation phase we also want to demonstrate the creation of a multi-purpose goal post that involves the production of ideas and the filtering of ideas. The first part of the study, the problem has been faced by many users or athletes while using a normal goal post. The difficulty that emerges when dealing with this goal post is that it only has one feature. The methodology analysis has explained in this report. The new product development is the main important point that has been classified into a few process. They are research and development, idea generation, idea screening, product design and features, concept testing, build prototype, and test marketing.

Lastly, before we can launch the new goal post we must get the confirmation of the product from the community. The online questionnaire has been used in order to get their opinion and feedback. This is very important to gain as many opinions because it can be used to improve our product before actual launching. The technologies are invented in this new product to make it more effective with high quality and also can fulfil the customers need.

1.0 INTRODUCTION

1.1 Background of the company

The Sony Corporation was founded by Akio Morita and Masaru Ibuka in the year 1946 and registered as TTK (Tokyo Telecommunications Engineering Corporation). They started off by borrowing \$500 to start developing consumer products. Their first product was a rice cooker which was a major failure and was unable to live up to its expectations. It grossed nearly \$6500 in sales but was only able to bring in profits of \$300. But they were not discouraged by their failed attempt and went on to invest more capital for research. They were focused on developing consumer products that would be useful to the population in Japan.

In 1950 their first product that released was the tape recorder which was a replica of an American model that Ibuka had seen at the Japanese Broadcasting Corporation. There was not much demand for the product until they marketed the product by giving away copies of the Japanese translation of nine hundred and ninety-nine uses of the tape recorder.

In 1952 they added the transistor into their device and called the TTK radio as “Sony”. They used the term Sony because it came from “Sonus” which is the Latin word for sound. In 1955 the company began mass-production of these Sony radios. This product became a rage among the common folk and beat the sales of its previous product by 100%. As the name Sony began to become familiar with the people, the founders decided to name the company as ‘Sony Corporation’ in January 1958. The next decade they dominated the market with their videotape technology. In 1971, they released the first VCR (Video Cassette Recorder) which received an Emmy award for engineering brilliance.

In 1979 came the turning point in Sony’s career. They developed a compact cassette tape player that was paired with light weight headphones. This device was called the “Walkman” and could be used to listen to music while walking. This device became such a big hit that people used the term Walkman to describe cassette players that were produced by their competitors as well. In 1982 after lots of revenue being spent on research and development, Sony created the ground breaking product called the CD (Compact Disk)

2.3.2 Product Design & Features

Referring to the NPD guideline, the product design is the translation of conceptual of our new product idea or concept. The design includes the physical design, artistic design as well as the required parameters to satisfy market needs and valued customers.

By developing the product, we consider basic criteria for product performance through the design of our own concept, which is Sony Extendable Goal Post. Here are our product creation requirements and explanation.

Table of product specification

Dimensions	Details
Name of Product	Sony Extendable Goal Post
Weight	Standard goal post (150kg)
Size	120cm (L) X 48cm (W) X 62cm (H), 3M X 2M size and 7.32M X 2.44M size
Colour	White
Materials	Goal post made out of metal to avoid the rust and the net will use by modern polyethylene
Canopy	Easier to keep it once you adjust the goal post into a smaller size as it will be lighter and doesn't take to much space in the store

The product performance criteria are evaluated in terms of its performance, reliability, safety in use, durability and uniqueness