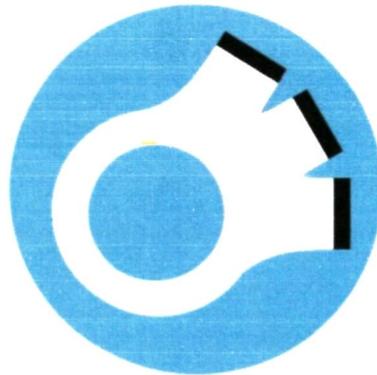


ENT 600
NEW PRODUCT DEVELOPMENT



PROTECTIO
(SAFETY EQUIPMENT)

NAME	STUDENT ID
SITI FARHANAH BT ADENAN	2014226854
AMMAR BIN HABIBORRAHMAN	2014443948
TENGGU AZZMAN BIN TENGGU AZZMAN	2014676114

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LECTURER NAME: MDM. ZANARIAH BT ZAINAL ABIDIN

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1.0 EXECUTIVE SUMMARY

The use of helmets is an effective way to reduce the severity of injuries and fatalities during collisions among motorcyclists. The implementation of the law on mandating the use of motorcycle helmets are the best solution for now. However, there are some of the motorcyclists do not wear the safety helmet although there are law enforcement on wearing the helmet and mostly of them are young motorcyclist. Thus, in this New Product Development (NPD) report, the team came out with the solution to the issue by proposing a new mechanism or product that can be utilized to incorporate behavior adaptation toward safety concern among youth motorcyclist. The product can be classified as the new improvements on the existing helmet for the motorcyclist. To identify the youth behavior toward safety concern when riding a motorcycle, the team were conducted a survey to the young motorcyclist age range between 17 to 25. The respondent are among the student of UITM Puncak Alam who riding a motorcycle. 12 samples of questionnaire were being distributed among them. The survey was conducted in order to obtain the feedback of the user regarding the behavior of the students of not wearing a helmet while riding although there are law enforcement on safety regulation. The findings of this study found that, the reason why the student are not wearing the helmet is due to risk-taking behavior of youths which they prioritize more on their hairstyle or hair accessories rather than the safety of themselves.