

NEW PRODUCT DEVELOPMENT

اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA

SMART JACKET

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1.0 EXECUTIVE SUMMARY

In New Product Development (NPD), the team was come out with Smart Jacket as a solution for people's problems especially to young people who like to wear jacket. The development of the product was observing the problems faced by our classmate and brainstorming a solution for these problems. There are several problems that faced by people which mostly jacket have the poor posture that can strain the muscles at the back of head, neck upper or at jaw. Thus, due to this effect can give the pressure on the nearby nerves. Furthermore, people often to wear jacket because they want to feel warm and comfortable due to raining session because most jacket did not have body temperature inside it. Besides that, the team found that most jacket only protect the upper body and does not cover the lower part of the body.

Smart Jacket is considered as advancement from the current product which is regular jacket or sweater. This product is main idea of innovation which has several unique features such as posture corrector, body temperature controller, extendable fabric that can transform into raincoat and waterproof. Thus, Smart Jacket can make people more satisfied and comfortable when wearing it.

The team's target market is young people or an adult of range in 25 until 40 years old. The product is designed to minimize the time and make ease in any condition since people always busy. Therefore, by proposing and developing the product, the team hope the product can increase the satisfaction of people in wearing jacket.

2.0 INTRODUCTION

Smart jacket with the feature of posture corrector, body temperature controller, water proof and extendable fabric which is multifunctional product will makes the life easier to the people as they can use this product to improve their life style.

2.1 PROBLEM STATEMENT

1. Poor posture can strain the muscles at the back of your head, neck upper back and jaw. This can put pressure on nearby nerves and trigger what are known as tension-type or muscle-spasm headaches.
2. The weather in Malaysia is commonly raining on March to October. Therefore, rain water can soak up the cloth easily and makes it uncomfortable to wear during this season.
3. Most jacket only protect the upper body and does not cover the lower body part that makes it the people less satisfaction when using it.

2.2 OBJECTIVE

The main purpose of this product is to increase the satisfaction in wearing a jacket that can help to control the body temperature and have better body posture.

2.3 SCOPE

This product target among university student as they will use this new brand of idea to help them makes life easier and healthy.

2.4 METHODOLOGY

1. Survey

An online survey was conducted to estimate the number of student agree to purchase the product and to know the probability of the student preferences when buying the product.

2. Verbal description

The team have conduct an interview among UiTM student around 10 people and give different opinion about the product.

2.5 LIMITATION

1) Power supply of the product

This jacket need to charge to use the temperature controller as it need electrical energy convert into heat. Therefore, it can be charge using USB portable that attached to the jacket.

2) Material of the product

The product made up from high quality of material such as water resistant fabric (polyurethane) and micro-fabric. Therefore, the production of this product is limited.

3) Cost of the product

This product will cost a little bit expensive as it have more features and quality materials. This smart jacket equipped with posture corrector and temperature controller.