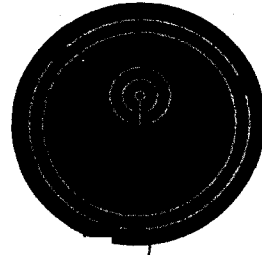




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UNIVERSITI
TEKNOLOGI MARA
MALAYSIA



ALL PURPOSES CASING (APC)

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1.0 EXECUTIVE SUMMARY

The product of All Purpose Casing (APC) was introduced in order to satisfied the problems arised when using the Touch n' Go cards. The APC is designed to connect a special chip with Touch n' Go card. The connectivity between the chip and the card will allow user easily check their routes fare, transaction history, currents balace and usage of e-payment via mobile application. . The APC is a casing where the users used it without worry of the wavelenghts messed up the scanner. The APC products are limited only for flagship phone casing which only target for flagship phone users and it is not water proof casing. The research and development (R&D) process is done for ideation stage through idea generation, idea screening and market survey. In idea generation, the product proposes is to ease the struggle in handling the Touch n' Go card. Thus; the Touch n' Go phone casing came to minds and it becomes the main idea of the new product development project. The features of APC product are allow e-payment transaction, on the go online payment and quick and easy transaction. Due to installment of Touch n' Go card inside the casing, it allow the users to make on the go online payment. For example, the payment of goods at counter. Besides, APC product will make the user experiences in quick and easy transaction than the struggles in finding cards in bags and wallets. The APC also allow the e-payment transaction where by the users needs to pay bills for utilities or phone bills. In concept testing, beta testing method was used in this new product development. Beta testing is a method where by trial version was released and the tester will used the trial version in order to observe either the product is success or not. After the testing was done, the tester will gave feedback of the product to the company for the trial version product. The market testing was aim for students and public transport user. The results shows that 95% of the students will consider to used APC product as the product can alert the users of their balance in Touch n' Go card on their smartphone. In conclusion, the APC product is used better than cash carried and the product is tempted enough to attract the users to used the APC product due to the convenient features and trendy design. APC product also can make users experience the better technology and mobile application than Touch n' Go card.



2.0 INTRODUCTION

Touch n' Go card is a prepaidd electronic-cash card where by it perfectly alternative to cash on carry. It also can used to pay goods as low as RM1.00 and it required a simple touch at the scanner and it already paid.

Nowadays, according to Figure 1, 50% of students often rush to school or class by using public transportation and they mostly used their Touch n' Go card to pay the fees. Due to students rushing to the class, they tends to forget to bring their Touch n' Go card to pay as they had a habit where they do not always carried small change for public transports fee such as buses and trains.

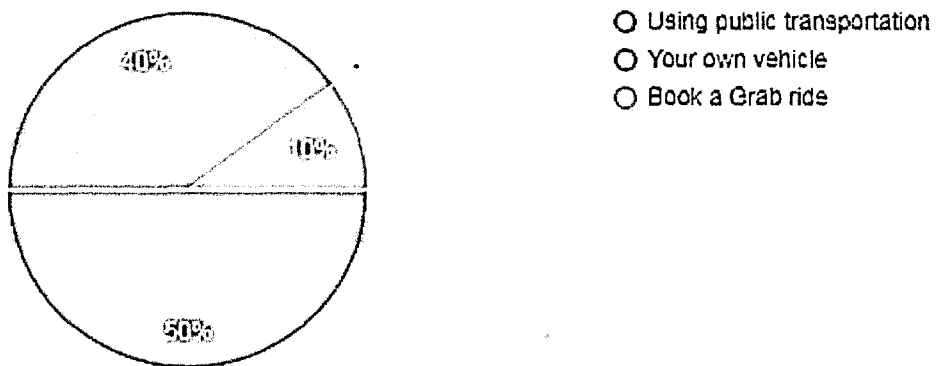


Figure 1 Percentage of students using transportation

Conferring to Figure 2, around 90% of students have Touch n' Go cards as one of their alternative cash in daily life. It is due to the convenient of the Touch n' Go cards itself that can pay almost at all place for anything transaction.

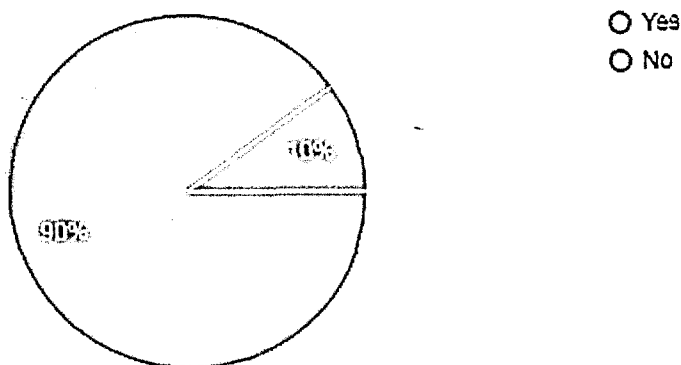


Figure 2 Percentage of respondent that have Touch n' Go card



In Figure 3, the frequency of Touch n' Go cards used are divided into 3 section where by 1-3 transactions per weeks, 4-7 transactions per week, more than 7 transaction per week and the percentage of the users used are 55%, 20% and 25% respectively.

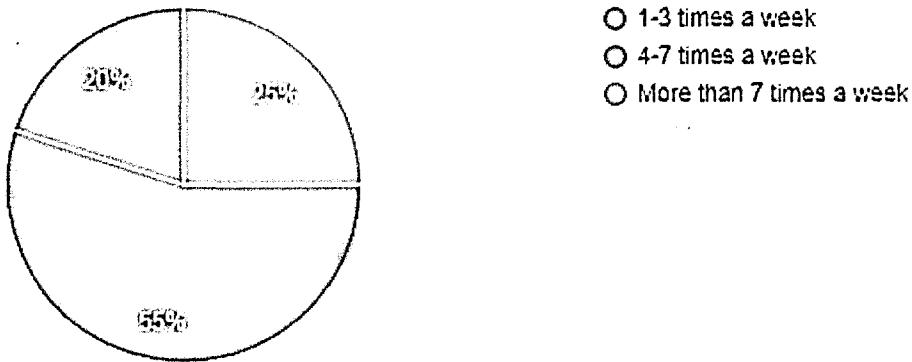


Figure 3 Percentage of user often to use Touch n' Go card

The data collection for the problems were done by general observation and personal experiences of owning the Touch n' Go cards. According to the survey in Figure 4, 55% of the students agree that they struggled to find their Touch n' Go cards inside the bags or wallets. This problem always leads to the tendencies of buses and trains left the students before they can paid their fees for the public transportation.

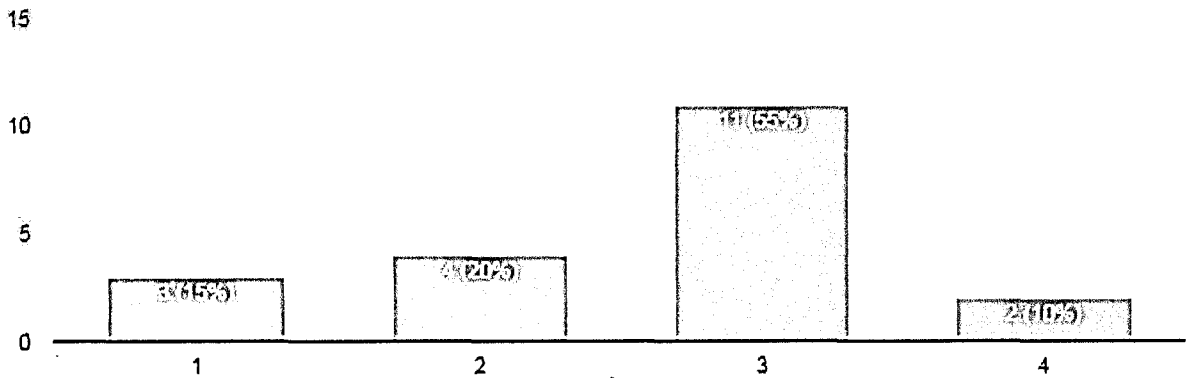


Figure 4 Percentage of user struggle to find Touch n' Go card

Other than that, students also faced the problems where they always put together their identification cards with Touch n' Go cards where they tends to had problems when had to scanned their cards. This is due to the scanner cannot scanned both of chip in one time due to the same