



LAPTER

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TABLE OF CONTENTS

<u>Contents</u>	<u>Page Number</u>
1.0 EXECUTIVE SUMMARY	1
2.0 INTRODUCTION.....	1
2.1 Problem Statement/Issues.....	1
2.2 Methodology.....	2
2.3 Limitations.....	2
3.0 NEW PRODUCT DEVELOPMENT.....	2
3.1 Definition	2
3.2 Classification of NPD	2
3.3 New Product Development Process.....	3
3.3.1 Research & Development	3
3.3.2 Product Design/Features.....	4
3.3.3 Concept Testing	5
3.3.4 Build Prototype (2D)	5
3.3.5 Test Marketing.....	5
4.0 CONCLUSION.....	5
APPENDICES	6
REFERENCES	6

1.0 EXECUTIVE SUMMARY

This report aims to inform the readers about the New Product Development. The team has decided to develop the 'Lapter', a laptop combined with printer. The objective of this product development is to produce a convenient, easy to use and inexpensive method of printing alternative for users. The stages in developing the device includes idea generation, idea screening and market survey. During the idea generation stage, the team observed that the regularity of printing service usage by students and academic staffs in Universiti Teknologi MARA (UiTM) Shah Alam's is high. For idea screening stage, the team has decided to choose the idea of producing a laptop that is combined with a printer called 'Lapter'. From the market survey, correspondents are showing positive feedback on the development of this device. For concept testing, correspondents are asked on the relevancy and practicality of the device. Their opinions, impressions and purchase intention are take into consideration in developing the device. The process then continued to the test marketing stage, where the prototype of the device will be tested among students and academic staffs in UiTM Shah Alam. The process will be carried out for a month with a total of 16 correspondents to determine whether the device is functioning properly or not.

.2.0 INTRODUCTION

2.1 Problem Statement

Nowadays, it is a burden for people to bring both their own laptop and printer at the same time and at the same place. Most of them will have to wait in line and pay to print out their printed materials. Other than that, the cost of buying a separate printer and a laptop will be higher rather than buying a single electronic appliance. Based from the statistic established by Department of Statistic Malaysia, the sales value for Electrical and Electronic Product increases by 9.2% from last year. It shows that the consumer demand on electronic appliances are still growing. Due to this, the production of a convenient, easy to use and inexpensive method of printing are relevant.

2.2 Methodology

Based on the team member's personal experience and observation of students in UiTM Shah Alam for about a month, it shows that there is a high frequency of printing service usage in the university by student and academic staffs. The team also used questionnaire methods by distributing it around to students and academic staffs to gather the data about their thought and opinion of the device.

2.3 Limitations

- i. The device is slightly heavier than a standard laptop that are available in the market.
- ii. The device can only print the printing materials in a smaller scale at one time compared to a normal printer.
- iii. If the laptop does not function, it will affect the entire system and the printer also cannot be used.

3.0 NEW PRODUCT DEVELOPMENT (NPD)

3.1 Definition

The team plan to develop a device that will allow people to have access to a laptop and a printer at the same time. A laptop that is combined with a printer will be a convenient, easy to use and easy to carry device.

3.2 Classification of NPD

'Lapter' is classified as a new-to-the-world product. This device is a combination of both a laptop and a printer producing a device that allows user to have access to a laptop and printer at the same time. This 'Lapter' will have the common look of a normal laptop with a few differences in terms of its thickness and an opening for the printing application on the side.

3.3 New Product Development Process

3.3.1 Research and Development

- Idea generation

Increase in printing services demand especially by students and academic staffs, as they have lots of academic resources, assignment and other things to be printed. This is supported by the Malaysia's manufacturing sales record for paper product and printing which is 11.2% for September 2017 (Monthly Manufacturing Statistics, Malaysia; Sept. 2017). Even though printing service usage in university is only a mere part of the data, it still gives a contribution to the number. The struggle to find, wait in line, and pay to print their materials also becomes one of the factors in developing this device.

- Idea screening

The team has come up with several ideas to solve the problem which is:

- I. A laptop that is combined with a printer
- II. A portable printing device
- III. A printer that can receive printed materials via wireless connection

From these three ideas, the team has chosen the idea of producing a laptop that is combined with a printer called "Lapter".

- Market survey

From informal survey among friends, students, and academic staffs of Universiti Teknologi Mara (UiTM) Shah Alam, they give a positive feedback on the development of this device.