



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 600**

**TECHNOLOGY ENTREPRENEURSHIP**

**NEW PRODUCT DEVELOPMENT:  
PRO - SOCK**

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**SUBMISSION DATE: 2 JUNE 2021**

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## **ACKNOWLEDGEMENT**

Alhamdulillah, praises and thanks to Allah because of His Almighty and His utmost blessings, we was able to finish this report within the time duration given. Firstly, our special thanks go to my lecturer, Dr. Athifah Najwani Binti Shahidan who has helped by giving a lot of useful information and for pointing out all the errors and help to complete this project. Thank you also for your guidance, advice, encouragement, and professionalism from the beginning until the end of my project. Special gratitude to the University of Technology MARA for allowing us to learn more about entrepreneurship through this subject which is ENT600. This subject teaches us to find techniques to improve the existing products for betterment. Next, our would like to give our gratitude to our beloved parents for the continued supports and give our a lot of strength in completing my report. Last but not least, our sincere appreciation also to our classmates from the Bachelor of Sport Management (Hons.) that also helps our to share many tips to do this report, May ALLAH S.W.T bless us.

## **Executive Summary**

Technology involves year by year with the innovation made by the human that covers nearly every area of human activity in everyday life. Sports and entertainment also get the indirect effect from the evolution of technology. From basic fitness equipment such as socks to sports shoes, a process of research and development is underway to produce more efficient products that can meet the needs of buyers. My company has created a new type of sports sock call as PRO-Sock. These socks are very comfortable and provide benefits to the wearer because these socks are designed to treat muscle cramps during sports. Some problems occurred while I wanted to create my product such as the right material to use and the competition in the stocking market with other brands. There are also some limitations to consider such as capital for R&D, product lifespan, and even lack of ideas for new fixtures. Under new product development, research and development programs are conducted with several idea generation, idea screening, and market surveys to produce better products. Making a sketch of a product is important to project some pictures of how the product will look with some verbal descriptions. Prototypes will be built according to product sketches. Marketing tests were conducted to gather some feedback from various backgrounds of the respondents.

### 2.3.2 Product Design & Features

Product design refers to any conceptual translation of a product's idea or concept. This combines both the product's physical and creative design. In addition, product design is concerned with the needed parameters that meet market demands. There are some of the essential criteria for product design, such as performance, reliability, safety in use, durability, and unique features. Below are the explanations for each criterion.

Name Product	Pro-Sock
Size	Free size
weight	80gram
Colour	White, blue, black and can custom for colour of team
Features	<ul style="list-style-type: none"><li>● Have technology that called a Kailo that can prevent and reduce muscle cramp</li><li>● Have a build in shin guard to protect muscle and tibia bone area</li><li>● odourless and have flexibility</li></ul>
Material	<ul style="list-style-type: none"><li>● Material that being used is spandex and cotton for sock</li><li>● Shin guard material fiberglass and foam</li><li>● Kailo is a technology patch build in sock</li></ul>

Table 1