



KING HEROES: STEP TRACKER SPORTS SHOES

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EXECUTIVE SUMMARY

New product development is the process of which bringing a new product or the product innovations that created to promote to the market. This will include some steps whereby the product must be completed before it can be launched and promote to the market. Thus, in New Product Development (NPD) report, we came out with a solution to the problem of the customer which by developing a new product as Step Tracker Sports Shoes and the product was actually considered as improvement to existing product. The Step Tracker Sports Shoes was designed with many benefits followed up by the current trends. This sports shoes will be used to detect the step of the person when they are running. Besides, these shoes can help to measure the pace of the running so the runner could easily achieved their target and also maintain their fitness. Other than that, these sports shoes can help to prevent from injuries that might occur as the shoes was created with special features and abilities such as foot landing, cadence, balance and time on the ground, metrics which you cannot get from wrist based trackers. In this report, there were more depth details and description that mentioned about this Step Tracker Sports Shoes that can be clearly seen in each and every section.

2.3 New Product Development Process

2.3.1 Research and Development

To construct the new product development process, the process of research and development is needed in order to analyse and understanding the current market demand and to determine the weakness of the existing product, so that some improvement can be done to overcome the weakness of the existing product. The process of research and development had been done in this case study whereby through google form that identify customer's satisfaction and demand for our Step Tracker Sports Shoes. Research and development are divided into two part which is idea generation and idea screening which will be explain at the below.

2.3.1.1 Idea Generation

STRENGTH	WEAKNESS
<ol style="list-style-type: none">1) New technology makes the firm to be able to make better shoes2) The new products are able to gain consumers' attention.3) Can make shoe in both in stylish and comfortable	<ol style="list-style-type: none">1) The design not attractive2) Lack of proper advertisement3) Out soles are too slippery when wet
OPPORTUNITY	THREAT
<ol style="list-style-type: none">1) The variety of design and function2) New technology development3) King Heroes can expand more in adult section	<ol style="list-style-type: none">1. Fake imitations can cause loss to the brand2. Strong competitors in the casual market3. Limited customers base

Table 1.1 shows the S.W.O.T Analysis of Step Tracker Sports Shoes