



اَوْنَبُوْ سَبِيْتِي تَيْكُمُوْ اَلْوَكِيْ مَارَا  
UNIVERSITI  
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MARA

**MANTUL'Z MULTIPURPOSE SPORTSHOES**

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## TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	i
TABLE OF CONTENTS .....	ii
LIST OF FIGURES .....	iii
LIST OF TABLES.....	iv
1.0 EXECUTIVE SUMMARY.....	1
2.0 INTRODUCTION.....	2
2.1 Background of Company .....	2
2.2 Problem Statement.....	2
2.3 Objectives.....	3
2.4 Methodology .....	3
3.0 NEW PRODUCT DEVELOPMENT.....	4
3.1 Definition .....	4
3.2 Classification of New Product Development .....	4
3.3 New Product Development Process.....	5
3.3.1 Research and Development .....	5
3.3.2 Consumer Trend Canvas (CTC) .....	11
3.3.3 Product Design & Features.....	14
3.3.4 Concept Testing.....	18
3.3.5 Prototype .....	22
3.3.6 Test Marketing.....	25
4.0 CONCLUSION.....	31
5.0 REFERENCES.....	32
6.0 APPENDICES .....	33

## **1.0 EXECUTIVE SUMMARY**

This is an endeavour to grasp how the theories can be applied to a practical situation. As a student in UiTM Perlis, it is a part of study for everyone to undergo a new product development project. So, for this purpose, we got the chance to develop and innovate a product that deeply interests us, which is a sport shoe.

In the first phase of the report, there was a general introduction to the new product development. In this part, the problem faced by users when they are doing sport activities, analysis for methodology, and limitation were explained. In the next phase of the report, the definition, classification, and process of new product development were explained thoroughly.

The classification of the new product is explained through its improvements and revisions of the product. Furthermore, the process of new product development can be classified into five processes which are research and development, product design/features, concept testing, prototype, and test marketing.

Concept screening and concept generation were discussed in the research and development section. In addition, the concept testing and market survey testing was developed in questionnaires and has been distributed to 36 respondents using Google Form.

Finally, in test marketing, a few techniques were used to make this product accepted by consumers, such as customers' experience, opinions, and feedback regarding the new product. In conclusion, the feedback received from respondents was very helpful for us to fill up the requirement of consumer.

The expansion of Mantul’z Multipurpose Sport Shoes will provide a solution to the problems faced by users who are keen on sports. Problems such as waste of cost and time, lack of consumer comfort and expensive prices will be less prevalent now as there are innovations in the production of these versatile shoes.

However, while doing continuous sports activities, customers should use this product as best as possible according to the type of sports performed. These different soles should be changed each time doing a different activity so that the shoe can last for a long time. This is because, the type of site created is to include important criteria such as safety in use, durability, special features, reliability, and high performance.

	General Features
Product Name	Mantul’z Multipurpose Sport Shoes
Dimension	25 cm x 32 cm (Man ‘size) 22 cm x 28 cm (women’s size)
Weight	260 grams
Color	Shoe soles: Gray, orange Leather shoes: Black, green
Manoeuvrability	Free movement
Features	Removable base shoes (hiking, football, jogging and daily uses) Durable Strong grip various types of sites
Materials	Fibre, Foam, Rubber, Leather, Mesh and Fabric

Table 1 Product Specification