



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَارَا  
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**TECHNOLOGY ENTREPRENEURSHIP (ENT600) :**  
**NEW PRODUCT DEVELOPMENT (NPD)**

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## **EXECUTIVE SUMMARY**

Throughout this entire technological era, a device plays a vital role for human living in this world. The following detailing about new product development (NPD), it does act as process of innovating product into the market. We assure the product engage with customer preferences, and increase competition with others company. We managed to get a lot of preferences and develop a product that meet people needs especially among athletes and coaches. Thus improve our knowledge to our 2 in 1 product in the real world of sports. We managed to get the chance to performing research and development and implemented it through questionnaire. Thus, complete our product analysis.

Finally, further discussion has been documented below proceed with more detailing, precise and focus on NPD. It will involve about introduction to our company and detailing on NPD involving product prototype. In short, development of new product is Compression Sport Device involve 2 in 1 product. An idea generation based on Johor Darul Ta'zim Football Club that are well known with their technology and facilities they delivered for their players. The design level and features of the product are specified to performance analysis, durability, and its own electronic technology. In conclusion, feedbacks from athletes, exercise practitioners and coaches are helpful and meet the demands and nowadays trends.

## **1.0 INTRODUCTION**

This chapter discuss the background of company, problem statement, objectives and methodology used for Compression Sport Device

### **1.1 Company background**

Lion Sport Technology (LST) Sdn Bhd, been founded in 1993. Dato' Dr Ayub, founder and the Chief Executive Officer for this company are very passion with sport industry development. A 'Lion' represent king of the jungle, so does reflect with this company which aiming to be on top (king) as they produce quality product following technology based trends. Malaysia and Singapore based of the company since both are developing country and a market for high-value technological products.

Over the years, LST are very consistent with producing products with three main key factors; sport, technological innovation, and designs. The company distribute the products more than almost all South East Asia countries including Malaysia, Thailand, Singapore, Brunei, Vietnam and Indonesia.

The purpose of this company which to bring sport to be fully beneficence and beyond the limit. The products had been assist more than ten team sport and individual to improvise the athlete's physiological needs. The objective is producing more sustainable and technological products. LST aiming to be one of global sport industry that are technological based and provide quality products.

In 2010, the company products on innovative training kit had been recognized by Asian Football Confederation (AFC) and had been approved to include in a team training session. This huge achievement has been notice by several others team sports Asia's country.

Since then, the company reach a significant milestone, where the company able shown a double digit growth in sales and extremely strong profit. They manage to welcome globally experience a few European sport company; expert in sports technology retail as their new management team.

### 2.3.2 Product Design & Features

Table 2.3.2 below shows specifications of Compression Sport Device along with required parameters to satisfy market needs.

<b>Compression Sport Device</b>	
<b>Dimension</b>	<b>84mm x 44mm x 22mm</b>
<b>Weight</b>	<b>45 gram (g)</b>
<b>Battery</b>	<b>8 hours</b>
<b>Wireless Range</b>	<b>0-400m</b>
<b>Features</b>	<b>Heart rate monitor, distance cover (m), speed, acceleration/deceleration measurement</b>
<b>Applicable</b>	<b>Individual or team sports athlete/ coaches/ performance analyst and exercise practitioners</b>

Table 2.3.2 Compression Sport Device Specification

The product criteria are evaluated in terms of its performance, durability, and data analysis

#### 2.3.2.1 Performance

Compression sport device guarantee users for its features such as heart rate monitor, total distance cover, speed, and acceleration/deceleration measurement. This device may be useful when athletes performing training. They will know what type of related fitness that they need to improvise. Example, in a training mode athletes might notice that their acceleration or speed still lacking or not meet their objective of the training, with this device they can focus to improve it. This device also useful among coaches why? The coaches can track their athlete performance with this device and of course they can plan a specific training program for their athletes. This tracker device enable sport scientist to investigate relationships between physical capacity and match performance (Aughey, 2011)