

**NEW PRODUCT DEVELOPMENT**



UNIVERSITI  
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2B

**CENTIPEDE SHOE RACK**

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## 1.0 Executive Summary

In the era of technological advancement, most of the people nowadays are tempting to cope with all changes of technology from time to time. Nowadays, based on the survey stated that 73% of the car user in Kota Bharu store shoes in the car. The problem may face by the car user is the shoes is disperse away and bad odor in the car also is present. Centipede Shoe Rack have the solution to overcome this problem such as the product is small in size and easy to compress and stretch. The product also contains mini air humidifier to reduce the bad odor that produce from the shoes. The extra features of the product is have the extra space to store the socks. Based on the survey of concept testing shows that 93.33% of the respondents say that the product is good and majority of the respondent assume that Centipede Shoe Rack is interesting product. The features of the product is attractive, easy to use and keep, protective and odorless based on the concept testing that had been conducted to the respondents. Overall, Centipede Shoe Rack is an efficient product that extension from the standard shoe rack and suitable to use especially for the white collar, lecturer and university students.

## **2.0 INTRODUCTION**

### **2.1 Problem Statement**

In the era of technological advancement, most of the people nowadays are tempting to cope with all changes of technology from time to time. For the innovation of shoe rack in the car, basically the shoes store inside the car may be disperse when the car moving. This information is lead to the user that does not have the proper place to store the shoes in the car. The car user especially the office worker, lecturer, school teachers and university students may have many type of variety of shoes in the car. The innovation of shoe rack in the car may lead to positive outcome to the consumer since the shoes may not interrupted the car user and passenger in the car. Next, the shoes tend to have bad odor as we keep the shoes inside the car when there is no fresh air. The shoes that store in the car may be present the bad odor that can affect the surrounding condition of the car. The innovation of the shoe rack may can help to overcome these type of problem occur.

### **2.2 Objective**

- Improve the storage usage of car
- To ensure the product is handy and light weight
- To ensure the bad odor that produce by the shoes can be reduce

### **2.3 Methodology**

The method that used to collect the information is by using face to face interview and survey using convenience sampling technique. Both sampling method will target the car user in Kota Bharu as our target market to the product. The face to face interview is conduct to help the selective respondents to understand more about the problem that may face by the most car user regarding the storing shoes inside the car and the face to face interview is used to ensure the high response rate among the respondents. In addition, the problem that get from the interview can be used to improve the process of the product to ensure the trend of customer need. The second technique is using convenience sampling technique. This technique known as the selective respondents is selected either the respondents is a car user or not. This survey will be conducted using 'Google Form' and this form will be blasted around to the potential new target market. The result may can be compared in graph and shows more quantitative data compared by using face to face interview.

## 2.4 Limitation

Since the sampling used is convenience sampling technique that survey taken for the all type of people and the response is limit for the several future customer, it may not reflect and represent to all the problem that faced by the customer. The result may not accurate as the real situation in the market because it take so much time and highly cost to consider all the market survey.