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NEW PRODUCT DEVELOPMENT: PORTABLE SLEEPING SAUNA

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TABLE OF CONTENTS

Contents	Page Number
1.0 LIST OF FIGURES	i
2.0 EXECUTIVE SUMMARY	ii
3.0 INTRODUCTION	
3.1 Problem Statement	1
3.2 Objectives	1
3.3 Methodology	2
3.4 Limitations	3
4.0 NEW PRODUCT DEVELOPMENT	
4.1 Definition	4
4.2 Classification of NPD	5
4.3 New Product Development Process	6 - 14
5.0 CONCLUSION	15
6.0 REFERENCES	16
7.0 APPENDICES	17 - 23

1.0 LIST OF FIGURES

Figures	Page Number
Figure 4.1: Survey responses on (a) Experience visiting the spa; (b) Preference on using slimming treatment; (c) Choice of slimming treatment; (d) Awareness of self-health	7
Figure 4.2: The general view of Portable Sleeping Sauna that in the fold	10
Figure 4.3: The view of Portable Sleeping Sauna after open the fold	10
Figure 4.4: The side view when someone use the Portable Sleeping Sauna	11
Figure 4.5: The Portable Sleeping Sauna that also can make it as backrest	11
Figure 4.6: Bar chart of the material used for portable sleeping sauna	12
Figure 4.7: Bar chart of how attractive of portable sleeping sauna	12
Figure 4.8: Bar chart of functional for portable sleeping sauna	13
Figure 4.9: Pie chart of liking the portable sleeping sauna	13
Figure 4.10: Pie chart of the problem with the existing sauna	14
Figure 4.11: Pie chart of the suitable price	14

2.0 EXECUTIVE SUMMARY

Centered on what students learned about technology entrepreneurship, this study was done to provide an idea of how to implement technology solutions in real life. One of our team members got an opportunity to interview ‘Hannan Medispa Jerteh’ founded by Dato’ Dr Mohd Hanan Yusof located in Jerteh, Terengganu.

Hanan Medispa is known in Malaysia as the leading organization in the aesthetic industry. An interview session was held with the owner of a small company of spa which is ‘Hannan Medispa Jerteh’. The owner of spa also shared one of the business problems is they could not afford to apply the advanced equipment in slimming treatment in order to make it more comfortable to the customers. Therefore, this study is then carried out to develop a new product for the company in order to see if this product can help employees make their job easier and give more comfortable to the customers. We called this product as ‘Portable Sleeping Sauna’, to see and also want to discover how many prospective buyers are interested in the product and how the product can draw consumer attention.

3.0 INTRODUCTION

3.1 Problem Statement

For all kinds of health problems, people have been using saunas for years. The expected effects of using a portable sauna are the same for those who have enjoyed regular sauna treatment, such as improved sleep, meditation, detoxification, and weight loss. Far beyond cautions for any sauna experience, there are no claims of bad effects so far. This includes the possibilities of medication excessive heat, dehydration, and intervention, as well as the potential threats for those who are pregnant or who have heart disease. Nevertheless, the need for service innovation arises from a lack of the necessary skills and capabilities to serve clients. Not all customers are appropriate for the technology used specifically for customers, particularly pregnant women and those who have back pain while sitting in the sauna due to bad posture. Therefore, the probability of enjoying good overall health is then provided by having a personal sauna in their own house. It encourages the consumer, anytime they choose, to practice relaxing routines with friends and family. The portable sleeping sauna is their escape, allowing them to recover from the world's tension and difficulties.

3.2 Objectives

- To recommend a solution to solve the problems among sauna consumers.
- To develop a product regarding the solution of problems among sauna consumers.