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‘PentapeADORA’

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TABLE OF CONTENTS

	PAGE
TITLE PAGE	1
TABLE OF CONTENTS	2
LIST OF FIGURES	3
LIST OF TABLES	3
EXECUTIVE SUMMARY	4
CHAPTER 1 : INTRODUCTION	6
1.1 Problem Statement	6
1.2 Methodology : Data Collections	7
1.2.1 Observations	7
1.2.2 Survey on Questionnaire.....	7
1.3 Limitations	8
1.3.1 Cost of Product	8
1.3.2 Competitors.....	8
1.3.3 Size and Price.....	8
CHAPTER 2 : NEW PRODUCT DEVELOPMENT	9
2.1 Definition.....	9
2.2 Classification of NPD.....	9
2.3 New Product Development Process	10
2.3.1 Research & Development.....	10
2.3.1.1 R&D	10
2.3.1.2 Business Model Canvas	13
2.3.2 Product Design / Features.....	19
2.3.2.1 Technology Used	21
2.3.3 Concept Testing.....	22
2.3.4 Build Prototype.....	26
2.3.5 Test Marketing	27
CONCLUSION	29
REFERENCES	30
APPENDICES	31

LIST OF FIGURES

	<i>Page</i>
Figure 2.1 : The Stages of New Product Development (NPD)	9
Figure 2.2 : Ideas for Multipurpose Pen	11
Figure 2.3 : Survey responses on (a) Occupation; (b) Group of person; (c) Place to buy; (d) Like the idea of combining three basic colour pen with correction tape	13
Figure 2.4 : Dimensions of PentapeADORA	20
Figure 2.5 : Concept of 'PentapeADORA'	22
Figure 2.6 : Before introducing 'PentapeADORA'	23
Figure 2.7 : After introducing 'PentapeADORA'	23
Figure 2.8 : Estimated price for 'PentapeADORA'	24
Figure 2.9 : Respondents' Survey on the design of the product	25
Figure 2.10 : Respondents' survey on the benefits of the product	25
Figure 2.11 : Respondents' survey on their productivity	26
Figure 2.12 : Prototype of PentapeADORA	26
Figure 2.13 : Test Marketing Survey	27

LIST OF TABLES

	<i>Page</i>
Table 2.1 : Description of PentapeADORA	21

EXECUTIVE SUMMARY

Our team decided to develop a new innovative product that can ease the life of everyone especially students and employees. Our product named PentapeADORA stands for multipurpose pen with correction tape combined all in one set. The main features of the product are it has all three basic colours of pen with correction tape behind it combined in one set. The customer can choose which type of model pen they want, whether ballpoint pen or gel pen that comes with different sizes of either 0.5mm or 0.7mm. With these kinds of choices, the customer can choose their preferred type of pen that comes all in one set of three basic colours and correction tape. Moreover an extra refill correction tape is also included in every package of product. In addition, the pen is also a detachable product where it can be split into two since there are two parts of it. The customer also will feel comfortable to carry it around as it is lightweight.

Based on the survey we carried out, we found out the problems people faced by using original pens and correction tape sold in the market nowadays. For people that are a minimalist person, they think that it is annoying to carry all different colours of pen and correction tape everywhere. It is because they will encounter problems such as the pen and correction tape might be lost. Every person must have experienced these kinds of incidents once in their life and it will be annoying to buy again many times. Furthermore, the respondents who are an organized person also think that carrying around all pen correction tape will make their pencil case become too compact and it is also uncomfortable to carry a bigger pencil case. It is also will take time to find the pen or correction tape they wanted to use especially when they are rushing.

From the viewpoint and problems faced by the respondents, our team came up with a new product development. PentapeADORA will be a perfect solution to solve all the respondent's problems and concerns. We came up with the process of brainstorming the idea then continued with developing features in the product after analysing the problem. From research and development as well as Business Model Canvas, the innovative ideas were able to be put together into our product. Thus, we design our product that focuses on the features, material and benefits that would attract the attention of customers. Through the concept tasting done for our product, it was found that 85% of the respondents are interested in the design of our product. Almost all respondents with 95% of them think that our product will benefit people and the same percentage

of respondents also ensure that they will recommend our PentapeADORA to others. In addition, it was also found that the percentage of respondents that think our product will improve their productivity when doing their work is 85%. Through the survey, the general view of the product from the respondent is found out. From there, we were able to build a prototype of PentapeADORA that is built to define the general idea and overview of the product to be used in product testing before marketing it. Finally, test marketing was conducted to see the commercialization potential of the product. From the response, it is shown that the majority of the respondents have positive feedback about our product and we were also convinced that our product will attract the user and compete in the market.