



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَارَا
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NEW PRODUCT DEVELOPMENT 'PORTABLE FREEZER BAG'

Faculty : Health Sciences
Program : Bachelor of Environmental Health and Safety (Hons.)
Program Code : HS 243
Course : Technology Entrepreneurship
Course Code : ENT 600
Semester : 6
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1.0 EXECUTIVE SUMMARY.

In the world of globalization many of the goods sold in the market do not satisfy consumer tastes. Average user wants stuff that's easy, fast and easy to use. Most refrigerators sold in the market cannot be brought anywhere. This causes will make many outdoor activities such as camping, hiking, sightseeing and recreation in areas where there is no electricity to get cold water or keep frozen food. Our survey finds that in our country there is no portable freezer bag sold. Therefore, the technology of producing portable freezer bags is needed to produce quality portable freezer bags.

This portable freezer bag is intended to facilitate leisure activities such as camping, hiking and others to use frozen food anywhere without electricity. This is because portable freezer bags use solar energy to function. Additionally, it can also be charged with electricity and can last up to 7 days. The supplied battery have been tested and have a lifespan of up to 5 years. After 5 years batteries can be changed and portable freezer bags work as usual. The materials used to create portable freezer bags are selected from the quality and user-friendly. Portable freezer bags have a temperature panel that works to control the temperature of the freezer.

2.0 INTRODUCTION.

2.1 Problem Statement/Issues.

The world is full of opportunities to satisfy unmet needs by creating new product and services. Why not our company produce portable freezer bag which is wearable for outdoor activities? In a developing and modern era for sure people are crave for something that can make their life much easier. While many in tech world agree that wearable portable is easy to use when we doing the outdoor activities. As of today, our company think that we can develop one new technology portable freezer bag for everyone out there, which we call it portable freezer bag, with can carry anywhere that we want to go.

2.2 Methodology.

Our Company have a several ways to collect the data about our portable freezer bag.

a) Online survey.

Use the most popular platform which is using media social. Our company using Instagram Story Poll, Facebook and Twitter to ask the public about Portable Freezer Bag.

b) Public Survey.

Asking the public group such as hiking, camping, housewife and frozen food seller.

c) Friends and Relatives.

By asking them about their thought and opinion about Portable Freezer Bag and asking them is it makes them interested if the company produce the product.

2.3 Limitations.

Portable Freezer Bag have a several limitation which are:

- a) More process stage required.
- b) Moving from prototype to full production can occasionally present unexpected delays, but we've factored in enough buffer time to make sure this doesn't take a long time or happen.
- c) Technology is an on-going expense.