



MULTI-FUNCTIONAL FIRST AID BOX

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EXECUTIVE SUMMARY

The method to bring a fresh and original concept of the product to the market is new product development. Multi-functional First Aid Box becomes a new product (new product lines) and the New Production Lifecycle, which begins with research and development, is followed. This process includes developing ideas for a case study on PROMED Sdn Bhd, a business known as top five best First Aid supply manufacturer in Malaysia. The case study helps the company generate innovative concepts for the production of goods which are superior to what rivals currently sell. A Consumer Trend Canvas (CTC) an easy-to-follow framework that will help you not only unpack and understand any consumer trend, but also help you apply it to launch successful consumer-facing innovations of your own. This CTC analysis is also developed for Multi-functional First Aid Box to assist the company in determining the circumstances of the company. This stage also includes screening proposals, which determines the most necessary and important consumer enhancements and benefits. The next step will be product design and the functionality of the product specifications table, assessing the efficiency, reliability, safety in usage, longevity and uniqueness of the product performance criteria. The third phase is idea research, which involves a sketch and a market survey. Next up is the building prototype level. To demonstrate its essential characteristics, a prototype for the Multi-functional First Aid Box is produced. The test marketing where the Multi-functional First Aid Box is introduced at the exhibition is the last stage before the marketing of the product.

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Figure 10 Concept Testing Question 10

The proposed features were accepted by the respondents because 33 respondents which are 82.5% liked the features offered.

11. Recommendation to improve this product:

There is a list that respondents most like to improve:

- Using the material that can make ice melts in long time.
- More space and compartment.
- Make in more design and interesting colour.
- Light material of bag.
- Maybe the box should have many colours, so people can choose what colour they want and make it easier to carry, I mean don't make it too big, so that people can carry it easily.

2.3.2 Product Design & Features

As refer to the NPD guideline, the product design is the translation of conceptual of our new product idea or concept. The design includes the physical design, artistic design as well as the required parameters to satisfy market needs and valued customers.

By developing the product, we consider basic criteria for product performance through the design of our own new concept, which is the Multi-functional First Aid Box. Here are our product creation requirements and explanations.

Table of product specification

Dimension	Details
Weight	1.7kg (empty)/ 7.1kg (w/content)
Size	350(L) x 200(W) x 500(H) mm
Materials	Nylon 1680D, HDPE (high-density polyethylene)
Wheels	4-Fixed wheels with anti-wobble system