



ALTRA IQ SMART SHOES

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TABLE OF CONTENT

NO.	TABLE OF CONTENT	PAGE
1.	Title Page	i
2.	Executive Summary	ii
3.	1.0 INTRODUCTION 1.1 Background of Company 1.2 Problem Statement/Issues 1.3 Objectives of The Report 1.4 Methodology	1 1-2 3 3
4.	2.0 NEW PRODUCT DEVELOPMENT 2.1 Definition 2.2 Classification of NPD 2.3 New Product Development Process 2.3.1 Research & Development 2.3.2 Product Design & Features 2.3.3 Concept Testing 2.3.4 Build Prototype (2D or 3D) 2.3.5 Test Marketing	4 5 6-10 11-12 13-18 19-21 22-26
5.	3.0 CONCLUSION	27
6.	REFERENCES	28
7.	APPENDIXES	29-33

EXECUTIVE SUMMARY

In the information technology (Hons)subject the theoretical part of the topic was the paper. The main objective was to familiarise students with the practical use of the company. This study learned about the factors that helped to launch a new product. A general introduction to the new product development took place in the first phase of the report. In this part, an analysis of methodology and limitations were explained about the problem faced by a user when doing outdoor activities. During the next phase of the report, this report also mentioned the definition, classification and process of the new product development.

Improvements and product revisions are the classification of the new product. In addition, five processes, including research and development, product design/features, concept testing, a prototype design and finally testing marketing, can be divided on the process for new product development. Furthermore, the concept testing and market research conducted in Google Form with questionnaires. Finally, several techniques were used in test marketing to make this product acceptable to the community, such as the experience of customers, starting with opinions and feedback. To conclude, the public feedback was very helpful in meeting the consumer's demand and in flowing the trend time.

In short, the development of a new product is Altra IQ Smart Shoes falling into a new product to the company. this start, an idea generation solution in Samsung company known for its electronic product. The design level and features of the product are specified in terms of performance, reliability, safety in use, durability and uniqueness. Next, a successful prototype for Altra IQ smart Shoes that showcases its unique design and features. In conclusion, public feedback is very helpful in meeting consumer demand and flowing trend times.

1.0 INTRODUCTION

This chapter discusses the background company, problem statement objectives and methodology used for Altra IQ sport shoes.

1.1 Background company

Samsung was founded by founding chairman, Lee Byung-Chull (1910-1987) in Taegu, Korea on March 1, 1938. Samsung made its first investment in Malaysia in 1989. Samsung chose Malaysia to set up their business because they saw Malaysia as a strategic location for manufacturing export base and a market for high-value technological products.

They have mainly invested in consumer electronics in Malaysia by its three global subsidiaries which is Samsung Electronics Co. Ltd., Samsung SDI Co. Ltd., and Samsung Corning Precision Materials Co. Ltd. Its leading manufacturer of digital televisions, memory chips, mobile phones, focuses in display and lithium ion batteries also specializes in the production of parts and materials for flat panel displays.

In the 1990s Samsung continued its expansion into the global electronics markets. Despite its success those years also brought about corporate scandals that afflicted the company, including multiple bribery cases and patent-infringement suits. Nevertheless, the company continued to make advancements on the technology and product-quality fronts, with a number of its technology products ranging from semiconductors to computer-monitor and LCD screens climbing into top-five positions in global market share.

Samsung Electronics Co. Ltd. plays an important role within the Samsung group in Malaysia. It has three of the six subsidiaries of the group, i.e. SEMA, SME, and SDMA. In 2011, these three subsidiaries contributed 91.4 per cent of the total revenue and 83.4 per cent of total profit after tax of the Samsung group in Malaysia.

However, to face current business environment and changing market conditions, SDMA has ceased the operations of its television manufacturing plant in Tuanku Jaafar Industrial Park, Seremban. This move was under the group's restructuring of the whole operations in Malaysia.

2.3.2 Product Design & Features

Table 2.1 shows the specifications for Altra IQ Sport Shoes which includes the product dimensions as well as the required parameters to satisfy the market needs.

Dimension	Detail
Name product	Altra IQ Sport Shoes
Dimension	Light weight, comfortable
Colour	Red, black and blueblack
Feature	Lechal smart insole (steps taken, calories burnt and distance travelled), insole (gel and infra-red insole), silicone lace and mini portable USB charging
Battery	battery life can last up to 15 days with a single charge (rechargeable)
Material	polyurethane (waterproof)

Table 2.1: Altra IQ Sport Shoes Specification

The product performance criteria are evaluated in terms of its performance, reliability, safety in use, durability and uniqueness

2.3.2.1 Performance

Altra IQ Sport Shoes have lechal smart navigation and tracker, infra-red insole, silicone lace, sensoria smart socks and gel. With this, when carrying out activities such as running or jogging Altra IQ Sport Shoes using lechal smart navigation can lighten the load without carrying a phone bag or holding the phone to calculate the steps and distance of the run and even know and walking direction or navigation. Altra IQ Sport Shoes has lechal smart navigation and tracker that connects with smartphones via connected via Bluetooth smart, supports Bluetooth 4.1 and newer, Android 4.3 and above, iOS 8 and iPhone 4s and above. Having the technology can provide convenience to users and also provide comfort.