

---

**SAFETY FIRST BIKE HELMET**

**Faculty** : FACULTY OF SPORT AND RECREATION  
**Program** : BACHELOR OF SPORTS MANAGEMENT (HONS.)  
**Program Code** : SR241  
**Course** : TECHNOLOGY ENTREPRENEURSHIP  
**Course Code** : ENT600  
**Semester** : FIVE  
**Name** :

<b>MUHAMMAD RAIKAL IFZAN BIN MOHAMED</b>	<b>(2018248302)</b>
<b>NURUL NADIAH BINTI MHD JIBIR</b>	<b>(2018660474)</b>
<b>NOR AINI BINTI CHE MAHADER</b>	<b>(2018261034)</b>
<b>SITI KHADIJAH BINTI ABDUL MALEK</b>	<b>(2018201134)</b>
<b>MOHAMAD KHAIRI BIN AHAMAD ISMAIL</b>	<b>(2018207654)</b>

**Lecturer** : DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

**Submission date: 27 December 2020**

## TABLE OF CONTENT

TITLE	PAGE
<b>ACKNOWLEDGEMENT</b>	ii
<b>EXECUTIVE SUMMARY</b>	iii
<b>1.0 INTRODUCTION</b> 1.1 Background of Company  1.2 Problem Statement/Issues  1.3 Objectives of The Report  1.4 Methodology	 1  2  3
<b>2.0 NEW PRODUCT DEVELOPMENT</b> 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   6-21 23-25 26-28 29-32 33-41
<b>3.0 CONCLUSION</b>	42
<b>REFERENCES</b>	43
<b>APPENDICES</b>	42-50

## **ACKNOWLEDGEMENT**

Alhamdulillah, praises, and thanks to Allah because of His Almighty and His utmost blessings, we was able to finish this report within the time duration given. Firstly, our special thanks go to my lecturer, Dr. Athifah Najwani Binti Shahidan who has helped by giving a lot of useful information and for pointing out all the errors and help to complete this project. Thank you also for your guidance, advice, encouragement, and professionalism from the beginning until the end of my project. Special gratitude to the University of Technology MARA for allowing us to learn more about entrepreneurship through this subject which is ENT600. This subject teaches us to find techniques to improve the existing products for betterment. Next, our would like to give our gratitude to our beloved parents for the continued supports and give our a lot of strength in completing my report. Last but not least, our sincere appreciation also to our classmates from the Bachelor of Sport Management (Hons.) that also helps our to share many tips to do this report, May ALLAH S.W.T bless us.

## **EXECUTIVE SUMMARY**

This report is from the Technology Entrepreneurship subject which serves to innovate a product and incorporate technological elements into the product. In the introduction, we have talked about the products that will be done in the success of this innovative report to run products related to helmets and give additions to those products to be marketed. In addition, there are statements of problems, objectives and methodologies, each providing a description of how this product is done. Next, in the new product development section, there is a more detailed product enlightenment that will be explained in this section, namely product definition, classification, and process to NPD which is divided into five parts, namely research and development, product design and features, concept testing, prototype, and test marketing. The happy part tells about this product in more depth because in this section can be clearly seen the description of the product that this delivered. In the next section is a conclusion that tells the whole about what is found in this report, followed by references and appendices that provide material for the reader to refer to and the evidence of this report is produced.

### 2.3.2 Product Design & Features

Product design is the process of creating a new product to be marketed to the market for customer use. A very broad concept, basically is the generation and development of efficient and effective ideas through the process that leads to our new products. We have selected suitable and interesting sketches to attract customers.

By developing the product, we consider the basic criteria for a performance product through our own new and unique concept design, which is a safety first bike helmet using technological elements in our products. This is the creation of our product needs and explanations.

**Table of product specification**

<b>General Features</b>	
<b>Name Product</b>	Safety First Bike Helmet
<b>Size</b>	S,M,L
<b>Weight</b>	250 grams
<b>Colour</b>	Dark blue, White, Black, Purple
<b>Features</b>	<ul style="list-style-type: none"><li>● Bright front light</li><li>● Rear Turn Signals</li><li>● Multi-directional Impact Protection System (MIPS)</li><li>● Weatherproof helmet</li><li>● iHelmet Application in IOS and Android (Check heart rate, speed, distance of cycling)</li><li>● UV protection visor</li></ul>
<b>Materials</b>	<ul style="list-style-type: none"><li>● This product uses full fiber glass on the outer surface of the helmet and on the inner area using a quality and waterproof sponge. Helmet straps from Nylon and Kevlar.</li></ul>

Table 1.1 Table of product specification