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EXECUTIVE SUMMARY

The purpose of this study is to identify the problem of the product and improve it to be a better product. I got the opportunity to research a company which manufactured the same product that I want to develop, which is Adidas company. This company is currently based in Germany where Adolf Dassler is the founded the business in 1924 and successfully expanded to over 350 brand-stores branches in the country all around the world such as Germany, Australia, Canada, India, Korea, Mexico, Poland, Romania, South Africa, Sweden, Turkey etc. It was the largest sportswear manufacturer in Europe and the product are traditionally marked with three-stripped trademark.

The strength, weakness opportunities and threats of the company in real business world was analysed by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company was identified. There is a lot of problems regarding this issue. The main issue will be from this backpack is it lack the security as it does not secure the things inside the backpack. Moreover, the material that are used is less tough and easily absorb water. Furthermore, the colour of the product is limited and do not have many choices. The backpack also does not have more pockets as needed and the design is the same as the other brands.

Then, the problems was analysed and the solution was fine to overcome and to fulfil their needs and making it as our innovation to be continued in new Product Development task. Various solution or idea was implemented to solve the issue. Every problems contain more than one ideas of improvement to make the product perfect and outstanding.

Next, one of the ideas was chosen as the best solution. Firstly, the security problem of the backpack was solved by invented built-in biometric fingerprint sensor to the zipper. PVC coated polyester material was used because it is good waterproof material thus can protect the bag from being wet. Various choices of colour were added to make it look more attractive and enhance the buyers' interest on that product. The backpack was provided with more pockets and features such as shoulder strap pockets, USB ports and LED light to make the product more reliable and productive so that it can fulfil consumers criteria for their ideal backpack.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will discuss about the case study of title “Smart Backpack”. This chapter consists of several subtopic such as background of the study, problem statement and purpose of the study.

1.1 Background of the study

Backpack is the object or thing that always been used to put something in it such as books, laptop, clothes etc. It always located or be put at the back of our body and hangs on our shoulder. According to Cambridge Dictionary, backpack defines as a large bag used to carry things on your back, used especially by people who go camping or walking and it is a frame backpack with a belt and padded shoulder straps. The uses of the backpack in this modern technology era cannot be denied because all people from different ages known and acknowledge the important of the backpack. The backpack mostly used by teenager, students and employee to carry their stuff.

According to Sahana Iyer (2019), the existence of the backpack was introduced by Gerry Cunningham in 1938 which is the first bag with zippers. At first, they made the backpack for the purpose of hiking, rock climbing and camping. In 1950, Ake Nordin, built a canvas bag that was to be worn high and close to the back by utilised his mother’s sewing machine to build the prototype. Revolution in the industry came in the name of Dick and Nina Kelty in 1952 that brought to the market contoured frames, waist straps and padded shoulder straps. Greg Lowe is responsible for the first internal frame backpack. It was created in his garage in 1967. He recognised that the unstructured backpacks were not stable enough for large roads and rocky terrain. Then, he created a pack flexible enough to contour and tough enough to carry heavy load and finally the backpack was successful launch and can be used by the people.

After that, most of the company all over the world create various type of the backpack as their main products. One of the company that create this bag is Adidas which is the famous brands in the whole.