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UNIVERSITI
TEKNOLOGI MARA
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NEW PRODUCT DEVELOPMENT

“RECHARGEABLE IRON”

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EXECUTIVE SUMMARY

This report states about the development of new products in the market namely the rechargeable iron. Travel has become a trend and they need easy and lightweight items to carry along. The clothes iron is one of the important things to bring together when traveling. The biggest discovery that led to the idea of creating a clothes iron named as a rechargeable iron is related to the size and weight of the existing iron. Based on the issues has been identified, users are always faced with problems that their iron is not user-friendly, it difficult for them to bring their iron together during trip when the iron one of the important things to bring together the wired iron is no longer comfortable to use. In order to upgrade the function of the iron, the survey method used to obtain feedback on the study are focus group discussions among FSPU students and face to face interviews with full-time housewife. We are looking forward how to deliver the best product that suits the needs and wants of the users.

1.0 INTRODUCTION

1.1 Problem Statement

Everybody needs that one thing called clothes iron because there's nothing more embarrassing than showing up in public with a wrinkled shirt or dress. But the user has encountered some issues related to the function and design of the existing clothes iron. Large size makes the iron not travel-friendly. Backpacking trip now become trending and people who are going to have backpacking trip refuse to bring big-size iron yet they also do not want to look messy with wrinkled clothes. The need for the electricity power to use the iron. Almost every household appliance needs an electrical power supply. Power supplies form the foundation to all of our electronic devices and provide a consistent flow of pattern where it is needed most. In today's modern lifestyle, we need wireless system in some of household appliance. Another common dry iron problem that everyone may experience is iron sticking to the clothes or fabric. There's just no time even if someone wanted to iron their clothes, how are they supposed to fit that into their busy schedule?

1.2 Methodology

We have made a group discussion among students from the Faculty of Architecture, Planning and Surveying related to what they want from an iron on Wednesday (25/04/2018) at Bilik Bacaan Kolej Angsana because they are one of the target consumer for the new product. In addition, we also interviewed full-time housewife regarding the problems she faced when using the iron on Friday (27/04/2018) at Bandar Puncak Alam because iron is one of the important household appliance. Web-based survey platform also helps our team to collect data in searching for new innovation and technology that can be applied in our new product.

1.3 Limitations

Most of the fabrics of our clothes these days don't require ironing. Rayon, viscose, and spandex are found in many clothes, and while items made of these fibres will get wrinkles if they sit in a laundry basket, putting them away after laundering them pretty much solves that problem. In the other hand. In addition, our team faced time limitation to observe and survey the usage trend of clothes iron among workers and backpack traveller as they are also the target consumers of our products.

2.0 NEW PRODUCT DEVELOPMENT

2.1 Definition

Our team plans to create a rechargeable iron. Based on the issues has been identified, users are always faced with problems that their iron is not user-friendly, it difficult for them to bring their iron together during trip when the iron one of the important things to bring together. They may face damaged and burned fabric due to overheating. In addition, the concept of rechargeable iron aims to facilitate users who are away from electrical sources. Its small and light design allows it easy to carry anywhere. Customer can simply change the pressing plate to switch the function from clothes iron to hair iron. However this product can only fit to one shirt in a time with 5 minutes duration depends on human ability.

2.2 Classification of NPD

For this new product development, our team classify our new product as repositioning product. Repositioning are products that are retargeted for a new use or application. In this case, dry clothes iron repositioned as a clothes iron or hair iron.

2.3 New Product Development Process

2.3.1 Research & Development

The R&D process done for the ideation stage through:

- Idea generation

Brainstorming

Discussing existing iron issues and problems. Problems encountered like large size makes the iron not travel-friendly, iron weight, don't have electrical power supply, wrinkled shirt or dress and so on. Looking at the feedback when traveling will experience a problem with non-iron shirts and hair that cannot be guarded. Iron is an indispensable requirement for someone who loves to travel and does not need to carry heavy objects and eat space inside a bag. It also stems when it comes to iron in hard areas such as collar areas and so on. The result of this brainstorming is we want to produce user-friendly iron products.

Inspirations

Inspiration is from our self when we have a problem about the no electric and when our travel it's difficult for us to iron our cloth, hair and other. Inspiration is based on from technology, design, and people itself then to provide the rechargeable iron.