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## **E-WAY DRIVE THRU SHOPPING**

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## **1.0 EXECUTIVE SUMMARY**

In business of technology, a new product development (NPD) is the complete process of bringing a new product to market. A product is a set of benefits offered for exchange and can be tangible that is something physical you can touch or intangible like a service, experience, or belief. There are two parallel paths involved in the NPD process is one involves the idea generation, product design and detail engineering the other involves market research and marketing analysis. Companies typically see new product development as the first stage in generating and commercializing new product within the overall strategic process of product lifecycle management used to maintain or grow their market share.

The findings draw attention to the fact that problems in shopping hypermarket shows some major and minor problem. Firstly, this study come out with the problems and issues. Next, identifying the solutions to solve this problems with a methodology and process of new product development (NPD).

In a conclusion, this new product development will be evaluating this range and concludes that it would be an ideal candidate to meet the challenge presented by the application and could satisfy the shoppers needed. The drive thru shopping can be a successfully new product development and can be as the process by which entrepreneur designs and creates new product or service that will be sold to customers.

## 2.0 INTRODUCTION

The study research which is to identify the issues and constraints of consumers to purchase their needed such as scarcity of parking bays, prolonged item search time, and long queues at the payment counters may result in painful experiences especially when the customer is in a rush. Besides that, the lack of awareness on grocery stock consumption at home, high frequency of running out of grocery stock, purchase beyond grocery budget are some of the impacts to deal with. For women working on their own, they did not have time to go to the supermarket, due to time constraints. The major problems is lack of product variety in the convenience store and the price is higher than other hypermarket like Giants. Other than that, the minor problem is Long queue at the pay counter.

The purpose of case study is to provide convenience of purchase to customers, hence, by adopting drive-thru concept into hypermarket, after placing the order through e-Way web site, customer proceed on with the drive through pick up from the premises after a set duration of time. So, here we can identify their weaknesses through using previous services which is inefficient service and waste a time.

Who are the users? The intended users for the drive-thru system are novice and casual users who are able to drive age over 18 in Malaysia, and seek quick quality service shopping. The system is developed to accommodate people with all different levels of knowledge in computerized systems. How the system of the technology? By Ordering, Cancelling Order, Reduce Quantity of Order and Special Request. Where? The system will apply is at the drive-thru counter of Tesco. How? Here, the customer can access the order by touch screen system and order the goods that they want to buy. When? The customer can go to the Tesco at operation hours which is 9 am and closed at 11 pm.

So the limitations of the drive-thru shopping concept is the quality and visibility of signage and advertising. Other than that, the reputation and quality of service also the number of counter service capacity.

### **3.0 TECHNOLOGY DESCRIPTION**

Technology using the unique drive-through strategies, It is the chance to get involved in the drive-thru technologies for greater of product development. First, we will have a fast launch on the features of the product and service in e-Way to the customers. This is a program system on the drive-thru shopping. By moving along with current popular technology, for example the touch screen system. e-Way will seize the opportunity to utilize the appliance available in the drive-thru system. This is an advance level of outreach aside from the common access from the normal computer access appliance. A common appliance in touch screen that differs from common tab is its functionality to get the products of the Tesco. Hence, e-Way will embrace this technological appliance in the touch screen, easy for customers by order the goods.

### **4.0 NEW PRODUCT DEVELOPMENT**

#### **4.1 Definition**

New product development also referred to just as "product development", is defined as the process of strategy, organization, concept generation, product and marketing plan creation and evaluation, and commercialization of a new product.

Consumers buy products for different reasons and can be broadly divided into three categories. Households is these comprise individuals or families buying products, such as food items, cosmetics, clothes, televisions, kitchen appliances, household furniture, and so on. Industrial and commercial organizations. These comprise businesses buying a range of products such as furniture, computers, telephones for use in the office likes products to deliver services for examples X-ray machines in hospitals, trucks to move goods from factory to markets, trains to move people and products likes lathes, assembly robots, components to produce other products for sale. Governments is these not only buy the products consumed by households and industrial and commercial organizations to administer and provide services, but also products likes tanks, ships to defend the country.