New Product Development (CNPD)

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TECHNOLOGY ENTREPRENEURSHIP

Eco N-NINE

eZi-Toilet

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Eco N- Nine Company have new product to be introduce to the consumers which is the smart toilet or known as 'eZi-Toilet'. Our company targeting in providing a smart toilet since it is every person needs to have clean toilets and multi-function in public places. Our smart toilet is user-friendly which provides people with clean and sanitize toilets. Normally, public toilets in crowded places tend to be much more dirty and smelly. Even thought the staff incharge already do the cleaning, the toilet still does not meets the user needs which is clean and sanitizes toilets. Therefore, 'eZi-Toilet' can help the users to have a clean and in affordable price toilet even in busy places.

Overall marketing strategy will be included specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market. First of all, our target market will be based on the users in Seremban town area since our company was in Seremban, Negeri Sembilan. For initial intensive selling effort, our company has set the target group that would use our product. Our targeted customer are people around Taman Tasik Seremban which most of the people there do their exercise, fishing, picnic and shopping. The price per use is reasonable and there is no staff or workers used.

To make it more attractive, so we decided to make some innovation by implying our creativity and modern element in this smart toilet. We have done some research that Malaysia is one developed country which have problem with dirty and not user-friendly public toilet. Thus, we recommended this smart toilet to be used for everyone as the price is reasonable and affordable while the service is modern technology.

2.0   INTRODUCTION

2.1   Problem Statement

Nobody wants to encounter a dirty public restroom, yet most people have. Nearly of 70 percent of surveyed Malaysians says that they had an unpleasant restroom experience due to the condition of the facility. Survey participants listed their biggest aggravations as a lack of toilet paper and paper towels, clogged toilets, broken stall doors, foul odors, and an overall dirty or outdated appearance. Another national survey found that 93 percent of Malaysians would consider a public restroom dirty if it had dirty or sticky floors. To keep restroom guests happy and maintain a facility's reputation, it's important for building managers to take proper care of all restrooms. As of today, our company think that we can develop new toilet withadvance technology for everyone out there, which we call it 'eZi-Toilet', which can give people good restroom experience.

2.2   Methodology

All information was collected through several methods which are:

2.2.1   Observation

Observation was performed through the problems faced by all of our group members who experience unpleasant situation in public restroom. We identified that cleaning up public toilet before using them is exhausting, time-consuming, and dirty. Usually, the restroom workers do the cleaning once or twice a day which results in dirty restroom. Plus, when the user clean up the toilet every time before they use them, they tend to use more water which lead to wastage of water.

2.2.2   Survey or questionnaire

Several online surveys or questionnaires were conducted to identify the number of people that face the same problem, and the probability of the proposed product to be accepted by the market.

3.0 NEW PRODUCT DEVELOPMENT (NPD)

3.1 Definition

Smart toilet from our company is a not a completely a new product but an existing product that has undergone significant improvement and be upgrade from time to time by using latest and updated technology. It is a sensor based technology that can make your experience in public toilet easy and clean. The sensor wave is located in a few places in the toilet which controls the cleaning process and ensure the toilet is clean before another user come in.

3.2 Classification of NPD

Smart toilet or 'eZi-Toilet' is completely a new product for our company but not new to the market place. The existing smart toilet is lack of cleaning mechanism and still needs workers to do the cleaning. Eco N-Nine company try to make eZi-Toilet much more updated and efficient for clean public toilet.

3.3 NPD Process

3.3.1 Research and Development (R&D)

- Idea Generation :
a. Brainstorming & Conversations

Our company come out with the idea during monthly meeting where is discuss about technology that we can offer to the public to make their life much easier. At the brainstorming time we come out with few question about customer needs for example :

- How can consumer satisfy with our product?
- What are daily technology that consumer need?