

ENT 600
NEW PRODUCT DEVELOPMENT



اَوْنَبُوْرَ سَيِّدِيْ بِرْتِيْكَوْلُوْ كِيْ مَارَا
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TERRA TUMBLER

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1. EXECUTIVE SUMMARY

The first innovation product produce by 'Trail Hiker' Company is Terra Tumbler. Due to increase of cases that hikers getting lost and missing while hiking, this innovation is develop to overcome the problem by help the outdoor and extreme sport enthusiast to feel safer while doing their activities. Terra Tumbler is a necessity that increases safety for hiking, trekking, backpacking, camping and other outdoor activities. With the built-in premium GPS, an 'off grid' transmission range of 2 miles, up to 30 days of battery life and build in lantern torchlight, Terra Tumbler is a must-have item for anyone who loves the outdoor lifestyle.

This new product development is the device that can be used among hikers in Malaysia. The purpose of this product are to help prevent tragedies that could have been avoid. Nature is dangerous and everyone thinks and believes that nothing like that could ever happen to them. The team also develop the product for the hikers to keep in touch with their love one. It can give piece of mind to them while their partner or family member go for hiking. Lastly, the purpose of water tumbler itself, it for the hikers to keep hydrating and avoid any health issues due to loss of fluid in their body.

Our target market is hikers in Malaysia. Hiking has become famous outdoor activities nowadays in Malaysia. Many people has been looking to try and explore the nature through hiking. Many attraction spot in Malaysia has become hiking place for the outdoor enthusiast such as Bukit Broga, Gunung Lumut and even Gunung Kinabalu. Although it may sound interesting, but there are already, quiet a number of cases reported of missing and lost hikers during their trip. With unique features build-in the Terra Tumbler, we hope it can help hikers during their emergency state.

2. INTRODUCTION

2.1 Problem Statement/Issues

Dehydration is one of the earliest symptoms of dehydration is one that is the most often overlooked: a headache. If ignored, the victim is subject to temperature related illnesses such as heat stroke and hypothermia. Dehydration can cause hikers to become confused and disoriented, which if hiking alone, can quickly lead an otherwise capable hiker to become lost. Dehydration victims often exhibit a lack of appetite from nausea and dizziness. The best way to prevent dehydration is to consciously drink water slowly over several hours before intense exercise. During periods of heavy exercise we should drink about one quart per hour. If our urine is clear and copious, then we know we are well-hydrated.

The other issues is there are many cases of hikers missing during hiking. One of the example incidents is the nine men and women who went missing in the dense jungles of Penang Hill. The Penang Fire and Rescue Department said the nine lost hikers were unhurt and were found at 1.09am today. The hikers comprised seven men and two women between the ages of 24 and 61. Based on the coordinates given by the rescuers, the lost hikers were found about 1km southwest of the Penang Hill summit station. Based on all issues above, we have the ideas to produce a composite tumbler that has more special features and unique to be completed with more functions to address the problem will be held by the hikers.

2.2 Methodology

The methodology we used to gather information about the proposed innovation was focus on observation and verbal survey, also interview questionnaire. The respondents/participants selected for the research were 30 high school scouts. The set of respondents ^{are} chosen as they should be able to give feedback on the proposed innovation when a school scout club has a hill or mountain climbing activity or other extreme activities that are relevant. The research is to be conducted at Sekolah Menengah Kebangsaan Dato 'Penggawa Barat. SMK Dato Penggawa Barat is a National Secondary School located in Pontian, Johor Darul Takzim. SMK Dato 'Penggawa Barat' or abbreviation SMKDPB is a foreign name in Johor, especially in the Pontian district. The school is famous for its excellence at the district, state and national level. The history of this school began in 1959, at the start of the Secondary Education. At that time, his students were oversubscribed at Government English School, Pontian. In 1965, his students were transferred to the current school, the school building originally planned for the village extension school.

2.3 Limitations

There are limitation of this new product development :

i. Budgetary constraints

Gathering and processing data can be very expensive. Our organization may lack the expertise to conduct extensive surveys to gather primary data, whatever the potential benefits, and also lack the funds to pay specialist market research agencies to gather such data for them. In these cases, organization may be forced to rely on data that is less than 'perfect' but that can be accessed more cheaply, e.g., from secondary sources.

ii. Time constraints

Organization is often forced to balance the need to build up as detailed a picture as possible regarding customer needs etc. against the desire to make decisions as quickly as possible, in order to maintain or improve position in the market.