



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA, CAWANGAN PERLIS, KAMPUS ARAU

EZ BAG

FACULTY : FACULTY OF SPORTS SCIENCE AND RECREATION
PROGRAMME : BACHELOR OF HEALTH AND FITNESS (Hons)
PROGRAMME CODE : SR 245
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT 600
SEMESTER : SEMESTER 5
GROUP NAME : RSR 245 5A
GROUP MEMBER :

- | | |
|--|------------|
| 1. ALVENA ANNE BINTI ALAS | 2020983321 |
| 2. MUHAMMAD FIRDAUS BIN GHAZALI | 2020955787 |
| 3. NURALIA BINTI RASIDI | 2020983379 |
| 4. RAJA ALYA SABRINA BINTI RAJA RAFAIZ AFFANDI | 2020961279 |
| 5. SITI NURSOLEHAH BINTI MOHAMAD SOPI | 2020983663 |
| 6. SYUFIQA NUR FATIN BINTI JOHAN | 2020949377 |

SUBMITTED TO

DR ATHIFAH NAJWANI HJ SHAHIDAN

SUBMISSION DATE

2 JUNE 2021

ACKNOWLEDGEMENT

First and foremost, a very special thanks to our beloved lecturer, Dr Athifah Najwani Binti Haji Shahidan who has given guidance and positive input in the process of completing this project. Thank you also for your wisdom in advising, encouragement and professionalism from the beginning of the project towards the completion of the project.

A special gratitude given to University of Technology MARA for allowing us to learn more about how the world of entrepreneurship in the real world acts out through this subject which is ENT600. This subject has given us the exposure on how to improve existing products towards improving it for its betterment. Next, we would like to thank our beloved parents for the support and encouragement given in terms on moral support during the process of completing this project.

Last but not least, a special thanks to our classmates from the Bachelor of Health and Fitness (Hons) that were involved either directly or indirectly in giving and sharing their insight and opinion in regarding to completing the report.

TABLE OF CONTENT

ACKNOWLEDGEMENT.....	i
TABLE OF CONTENTS.....	ii
1.0 EXECUTIVE SUMMARY.....	1
2.0 INTRODUCTION.....	2
2.1 Background of Company.....	2
2.2 Problem Statement.....	2
2.3 Objectives.....	3
2.4 Methodology.....	4
3.0 NEW PRODUCT DEVELOPMENT.....	5
3.1 Definition.....	5
3.2 Classification of New Product Development.....	5
3.3 New Product Development.....	7
3.3.1 Research and Development.....	7
3.3.2 Consumer Trend Canvas (CTC).....	13
3.3.3 Product Design and Features.....	16
3.3.4 Concept Testing.....	20
3.3.5 Prototype.....	25
3.3.6 Test Marketing.....	27
4.0 CONCLUSION.....	32
5.0 REFERENCES.....	33
6.0 APPENDICS.....	34

1.0 EXECUTIVE SUMMARY

This report is from the Technology Entrepreneurship subject which serves in analyzing and improving a product and incorporate the elements into the product. Our company EZ, is a company that targets hikers as our primary products are hiking equipment, focusing on hiking bags. In the introduction, the background of the company, the problem statement, objective and methodology were discussed, primarily circulating around how to improve the current state of hiking bag, each providing explanation on how this product was produced and made. Next, in the new product development section, it was further explained in a rather precise manner of which consists of the product definition, classification of product, research and development of the product, Consumer Trend Canvas, product design & feature, concept testing, prototype and lastly test marketing. This flow of this parts shows and explained in depth of the process of producing towards the ideal product as per request by the consumers. Concept screening and concept generation were discussed within the research and development section. In the meantime, concept testing and market survey were carried out through google form which involved 46 respondents. While in test marketing, a few techniques were used to make sure that the product was well accepted by the consumer, focusing on their opinions and feedback towards the idea of the products where those input were taken into consideration towards improving the products. In the next section is the conclusion that explained the summary of what is written in the report, followed by the reference and appendices that provide the reader an understand of where to refer and the proof of the report is produced.

4. Communicate the product concept
5. Measure responds
6. Interpret the results

Concept Testing For NPD

- In concept testing, the sketch of EZBAG that we developed and can be seen at figure below. The sketch was the concept and design of EZBAG.

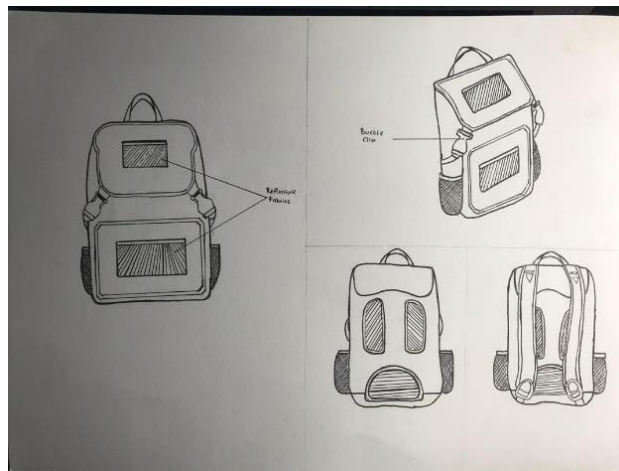


Figure The sketch of EZBAG

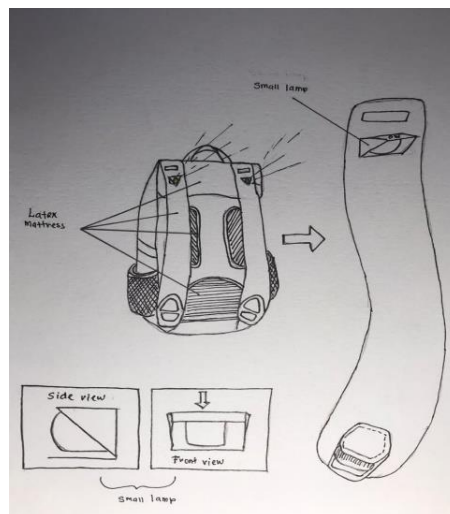


Figure The sketch of small lamp