

3 IN 1 MULTIPURPOSE SHOES

FACULTY : FACULTY SPORTS SCIENCE AND RECREATION
PROGRAM : BACHELOR OF SPORTS SCIENCE
PROGRAM CODE : SR 243
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT 600
SEMESTER : SEMESTER 5
GROUP : RSR2435B
NAME : AIMAN HAAKIM BIN NOR AZHAR 2020955885
: MUHAMMAD ALIFUDDIN BIN MAZZELAN 2020956093
: MUHAMMAD ADAM IKHWAN BIN AZIZAN 2020983369
: MUHAMMAD NUSSAIR BIN MOHD TAHIR 2020986457
: MUHAMMAD AIZUDDIN BIN ABDUL WAHAB 2020983581
LECTURER : DR ATHIFAH NAJWANI HJ SHAHIDAN
SUBMISSION DATE : 2 JUNE 2021

ACKNOWLEDGMENT

Assalamualaikum w.b.t,

First and foremost, praise be to Allah SWT for providing to us with excellent wellbeing, courage, and emotional encouragement for us to complete this case study report as part of the course work assessment for the subject Technology Entrepreneurship (ENT600).

In performing this assignment, we must rely on the help, advice, and guidance for completed this assignment from some persons that we truly respected. The completion of this assignment brings us full of joy and happiness. We want to express our gratitude to Dr. ATHIFAH NAJWANI HJ SHAHIDAN who is our course work lecturer, for providing us with clearly assignment guideline and advice during various consultations. We would also like to express our heartfelt appreciation to everyone who has helped us either directly or indirectly for completed this assignment.

Many people, especially our family, team members, and our classmates which provided them comments, idea, and suggestion which inspired us to improve our assignment. We would like to say thank you to them and others for help us in completing this assignment successfully and perfectly.

Table of Contents

ACKNOWLEDGEMENT	i
TABLE OF CONTENTS.....	ii
EXECUTIVE SUMMARY.....	iii
1.0 INTRODUCTION.....	1
1.1 Company Background.....	1
1.2 Problem Statement.....	1
1.3 Objective.....	2
1.4 Methodology.....	2
2.0 New Product Development.....	3
2.1 Definition.....	3
2.2 Classification of New Product Development.....	3
2.3 New Product Development Process.....	4
- 2.3.1 Research and Development.....	4
- 2.3.2 Consumer Trend Canvas (CTC).....	9
- 2.3.3 Product Design and Features.....	10
- 2.3.4 Concept Testing.....	12
- 2.3.5 Prototype.....	17
- 2.3.6 Test Marketing.....	18
3.0 CONCLUSION.....	22
4.0 REFERENCES.....	23
5.0 APPENDICES.....	23

EXECUTIVE SUMMARY

This is an attempt to understand how the ideas may be implemented in a practical setting. As a student at UITM Perlis, everyone is required to complete a new product development project as part of their studies. So, for this aim, we were given the opportunity to design and innovate a product that is both deeply interesting to us and, of course, sports-related, which is 3 In 1 Multipurpose Sport Shoes.

In the first section, there was an overview to the new product development. In this section described the company background, objectives, difficulty that users experience while playing sports or participated in sports tournament, the methodological analysis, and the limitations.

Next, the definition, categorization, and method of new product development were clearly detailed in the next portion of the study. The categorization of the new product is described by its enhancement and revisions. Furthermore, the process of developing a new product may be divided into five stages which are research and development, product design and features, idea testing, prototype, and test marketing.

In the research and development phase, we talked about concept screening and concept generating. Furthermore, the idea testing and market survey testing were constructed in the form of questionnaires, which were delivered to 30 potential respondents using Google Form.

Lastly, a few approaches were utilised in the test marketing to make this product acceptable to consumers, such as customers' experience, thoughts, and comments on our new product. In conclusion, the input gathered from respondents was quite beneficial in assisting us in meeting the needs of consumers

2.3.3 Product Design and Features

As Indicated in the New Product Development Guideline, the design of the product is a translation of the technical concept of our new product idea or innovation. The concept involves the physical design. The artistic design as well as the requirements needed to meet the consumer demands and the value of the consumers. By developing the product, we consider basic criteria for product performance through the design of our own new concept, which is the 3 In 1 Multipurpose Shoe.

The development of 3 In 1 Multipurpose Sport Shoes for athlete would provide a better solution in overcoming the problems faced by many people. Problems such as not enough money to buy specific shoes, easy to leave the other shoe when to training, wasting time to change the shoe for the specific training and athlete that can play in many sports but don't have specific shoe.

Thus, the design of our 3 In 1 Multipurpose sport shoes will offer a better technological way of having a better enjoyable time during performing exercise. A few crucial criteria have been highlighted in focusing about the product which includes performance, reliability, safety in use, durability, and uniqueness.

Dimension	Details
Product's name	3 in 1 Multipurpose Shoe
Dimension	Light weight, comfortable
Colour	White,Black,Red
Features	Replaceable Soles
Materials	Thermoplastic polyurethane (TPU), Carbon fibre, Kangaroo leather, 4D Foam.

Table: Specification of 3 in 1 Multipurpose Shoe