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MARA

SMART YOGA MAT

TECHNOLOGY ENTREPRENEURSHIP (ENT600): NPD

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EXECUTIVE SUMMARY

The report was the theoretical part of the subject Technology Entrepreneurship (ENT600). The sole objective was to familiarize the students with the practical manipulation of business organization. This report had been written to know about the causes that lead to the launching of a new product. As a student in UiTM Perlis, it is a part of the study for everyone to undergo a new product development project. So, for this purpose, we got the chance to develop and innovate a product that deeply interests us, which is a yoga mat. Our product have some uniqueness and advantages that not exist in other product and it can solve customers' problem and give satisfaction to them. In the first phase of the report, we talk about the general introduction to the new product development. This section tells about the problems faced by the users while they are using the yoga mat, analysis of methodology, and limitations were also discussed in this report. In the next phase of the report, we explain about the definition, classification, and process of new product development. The process of new product development can be divided into five processes which are research and development, product design or features, concept testing, prototype, and test marketing. Furthermore, the concept testing and market research conducted in Google Form with questionnaires has been distributed to 71 person through Google form, from our findings, The data shown that, 52.1% of our respondents would like to purchase our Smart Yoga Mat if we produce it to the marketing in the future. Finally, several techniques were used in test marketing to make this product acceptable to the community, such as the experience of customers, starting with opinions and feedback. To conclude, the public feedback was very helpful in meeting the consumer's demand and in flowing the trend time.

2.3.2 PRODUCT DESIGN & FEATURES

The design of product is the process of generating a new product for customer usage on the market. The invention and development of efficient and successful ideas via the process leading to our new products is a very wide concept. We have chosen appropriate and fascinating drawings for consumer attraction. As indicated in the New Product Development Guideline, the design of the product is 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 the basic criteria for a performance product through our own new and unique concept design, which is a Smart Yoga Mat using technological elements in our products. This is the creation of our product needs and explanations.

General Features	
Product Name	Smart Yoga Mat
Dimension	183 cm x 66 cm
Thickness	5mm
Weight	2.9 lbs. (1.32 kg)
Color	Black, White, Purple, Blue, and Pink
Material	Thermoplastic elastomers (TPE)

Table 2: Table of product specification

2.3.2.1 Performance

Smart Yoga Mat is a yoga mat that design specially for the user who want to do the exercise with music. This Smart Yoga Mat has the technologies where it can connect the music from the smartphone to the yoga mat via Bluetooth. It easy for the customer to do the exercise without looking their phone. Besides that, Smart Yoga Mat also using a good material which is Thermoplastic elastomers (TPE) material. We using this material because it be recycled ad reused