

DU'A GO BAG

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LETTER OF AUTHORIZATION

We thus certify that the work contained in this final year project paper was carried out in accordance with the regulation of Polytechnic. It is original and is the result of our own work, unless otherwise indicated or knowledge as referenced work. No other academic or non-academic institution has received this thesis for any kind of diploma or certification.

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ABSTRACT

Muslim kit bags have emerged as essential accessories for many Muslims, providing a convenient and organized way to carry essential items for daily life, travel, and religious activities. However, many existing kit bags fail to adequately address the specific needs and preferences of Muslim consumers. This study aims to investigate the challenges and opportunities associated with the development and marketing of Muslim kit bags in Malaysia.

The primary problem addressed in this study is the lack of high-quality, functional, and aesthetically appealing Muslim kit bags that meet the diverse needs of the Malaysian Muslim community. To address this problem, a comprehensive research methodology was employed, including literature review, consumer surveys, focus groups, and product analysis.

The findings of this study reveal a significant gap in the market for Muslim kit bags that combine practicality, modesty, and aesthetics. Key factors influencing consumer preferences include modesty, functionality, durability, aesthetics, and accessibility. By addressing these factors, manufacturers and retailers can create products that not only meet religious requirements but also offer a high level of convenience and satisfaction.

Further research is needed to explore innovative design concepts and sustainable materials that can enhance the appeal and functionality of Muslim kit bags. Additionally, investigating the potential for collaborations between designers, manufacturers, and religious scholars can help ensure that Muslim kit bags are not only aesthetically pleasing but also culturally appropriate and respectful of Islamic principles.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The concept of a "kit bag" has evolved significantly within the context of Malaysia, especially among the Muslim population. These bags, often utilized for various purposes ranging from daily prayers to travel, are designed to accommodate the unique needs of Muslim individuals. The incorporation of cultural and religious elements into the design of these kits has not only made them functional but also reflective of the Islamic identity.

In Malaysia, a multicultural and predominantly Muslim country, the significance of these kit bags extends beyond mere utility. They serve as a means of promoting religious practices, providing convenience for daily activities, and fostering a sense of community among users. A study by Norsiah and Ahmad (2021) highlights that the growing trend of customized kit bags among Malaysian Muslims is influenced by lifestyle changes and the desire for personalized religious experiences (Journal of Islamic Marketing, 2021).

Moreover, the rise of e-commerce and local artisans has led to a surge in the availability of various kit bag designs, catering to different preferences and needs. This has been discussed in the research by Rahman et al. (2020), which emphasizes how digital platforms have enabled local businesses to thrive by offering products that resonate with the cultural and religious values of Malaysian Muslims (International Journal of Business and Society, 2020).

This proposal aims to explore the significance, design variations, and market trends of Muslim kit bags in Malaysia, drawing insights from existing literature and market analyses. By understanding these aspects, we can better appreciate how kit bags serve as both practical items and cultural symbols within the Malaysian Muslim community.

1.1 PRODUCT RESEARCH

The fusion of traditional fabrics and contemporary materials has created innovative opportunities in the design and production of Muslim kit bags. This research focuses on a kit bag crafted from denim and songket, a luxurious handwoven fabric significant in Malaysian culture. The combination of these two materials not only enhances the aesthetic appeal but also reflects cultural heritage while meeting modern lifestyle needs.

Denim is known for its durability and versatility, making it an excellent choice for everyday use. Its robust nature ensures that the kit bag can withstand daily wear and tear, appealing to consumers who prioritize functionality. Additionally, denim can be easily dyed and printed, allowing for various design options.

Songket, on the other hand, is a traditional Malaysian textile characterized by intricate gold or silver thread patterns. This luxurious fabric symbolizes cultural richness and heritage, making it an attractive feature for consumers looking to connect with their roots. As noted by Shamsudin and Ibrahim (2020), the integration of songket into modern products enhances their appeal and promotes cultural appreciation among younger generations (Journal of Fashion Technology & Textile Engineering).

The demand for culturally infused products is on the rise in Malaysia, particularly among the Muslim demographic that values both functionality and cultural identity. According to a study by Noor et al. (2021), there is a growing market for Islamic fashion that seamlessly combines tradition with contemporary style (International Journal of Retail & Distribution Management). This trend indicates that a denim and songket kit bag could attract a diverse audience seeking both utility and cultural significance.

A Muslim kit bag made from denim and songket represents a unique convergence of functionality and cultural heritage. By leveraging the strengths of both materials, this product has the potential to meet the needs of modern consumers while promoting Malaysian identity. The research underscores the importance of understanding consumer preferences and market trends in the development of culturally relevant products.

1.2 PROBLEM STATEMENT

The growing Muslim population in Malaysia has led to a corresponding increase in demand for products that align with Islamic principles. Kit Bag, as essential accessories for many Muslims, have not been immune to this trend. However, many existing kit bags in the Malaysian market fall short of adequately addressing the specific requirements of Muslim consumers.

Several factors contribute to this problem. Firstly, there is a lack of understanding and appreciation for the unique needs and preferences of Muslim consumers among many manufacturers and retailers. This leads to the production of kit bags that are either not designed with Islamic modesty standards in mind or do not provide the necessary functionality and durability. Secondly, there is a challenge in balancing the desire for aesthetically pleasing designs with the need to adhere to Islamic principles. Many kit bags prioritize style over substance, resulting in products that may be visually appealing but fail to meet the practical requirements of Muslim consumers. Finally, the cost of producing high-quality, Islamic-compliant kit bags can be prohibitive for some manufacturers, leading to limited availability and higher prices.

The failure to address these challenges has several negative impacts on both the Muslim community and the Malaysian economy. From a community perspective, it can lead to frustration and dissatisfaction among Muslim consumers who are unable to find suitable kit bags that meet their needs. This can have a negative impact on the overall religious and cultural identity of the Muslim community. Additionally, the lack of high-quality Muslim kit bags in the Malaysian market can create opportunities for imported products, which may not be as well-suited to the specific needs of local consumers. This can have a negative impact on the local economy by reducing domestic consumption and exports.

Addressing these challenges requires a collaborative effort from manufacturers, retailers, and consumers. By working together, they can ensure that the available options meet the highest standards of quality, functionality, and Islamic compliance, thereby contributing to the well-being and convenience of the Malaysian Muslim community.

1.3 OBJECTIVE

The following are the objectives for our innovation product (Du'a Go Bag):

- To develop a comprehensive kit bag that meets the daily needs of practicing Muslims in Malaysia.
- To create an easy-to-carry and convenient kit bag with essential items for prayer, hygiene, and other religious obligations.
- To provide a versatile and practical kit bag that caters to both urban and rural communities, supporting Muslims in their daily worship practices.

1.4 PROJECT QUESTIONS

Here is the project question for our innovation product (Du'a Go Bag):

- 1. What are the primary materials used in the construction of the bag?
- 2. What are the dimensions and weight of the bag?
- 3. How many compartments or pockets does the bag have?
- 4. What is the maximum weight capacity of the bag?

1.5 SCOPE AND LIMITATIONS

Du'a Go Bag, designed to cater to the specific needs of Muslim worshippers, offers a comprehensive solution for carrying essential religious items while on the go. Within its scope, it typically includes compartments for prayer mats, prayer beads (tasbih), Qur'an, and ablution water.

However, while the kit bag aims to provide a versatile and convenient solution, it has certain limitations. The size and weight of the bag may restrict the amounts of personal belongings that can be carried, potentially compromising the comfort and convenience of user. Furthermore, the inclusion of all potential features might compromise its portability and practicality, making it less suitable for certain situations.

The kit bag's design may also be influenced by cultural and personal preferences. While it can be a valuable tool for many Muslims, it may not be suitable for all individuals. For example, some Muslims may prefer to carry their religious items separately or may have specific requirements that are not addressed by the standard kit bag design.

In conclusion, while a Du'a Go Bag offers a convenient and practical solution for carrying essential religious items, it is important to consider its limitations and evaluate whether it meets individual needs and preferences. By understanding the scope and limitations of the kit bag, Muslims can make informed decisions about whether it is the right choice for their religious needs.

1.6 SIGNIFICANCE OF PROJECT

In Malaysia, many people follow the Islamic faith. Muslims pray five times a day, and they need special things like prayer mats, caps, and beads. To make it easy to carry these things, people often use a bag. This bag is called a Dua' Go.

Why is this bag important? First, it's very convenient. Muslims can take it anywhere they go, so they can always pray, even when they're traveling. Second, it shows that the person is serious about their faith. Having a prayer kit bag shows that they want to keep praying, no matter where they are. Third, it can help Muslims feel connected to each other. When people see someone else with a prayer kit bag, they know that they share the same beliefs.

In short, Du'a Go Bag is a useful and important tool for Muslims in Malaysia. It helps them to pray easily, shows their faith, and connects them to others.

1.7 SWOT ANALYSIS

A SWOT analysis is a framework for identifying and analyzing an organization's strengths, weakness, opportunities and threats. These words form the acronym SWOT. The main goal of SWOT analysis is to increase awareness of the factors that make business decisions or create business strategies.

STRENGTH

- Portability and convenience:
 Dua' Go offers a convenient solution for Muslims who need to perform prayers in various settings, especially while traveling or working.
- Religious significance:
 Carrying a Dua' Go can be seen as a symbol of religious commitment and devotion, fostering a sense of connection to faith.
- Social benefits:

The practice can help create a sense of community among Muslims, as it provides a shared experience and a way to connect with others who share similar beliefs.

WEAKNESSES

- Potential for loss or damage:
 Carrying a Dua' Go increases the risk of losing or damaging the items inside, which can be inconvenient and emotionally distressing.
- Limited customization:
 While Dua' Go offers convenience, it
 may not be as customizable as carrying
 individual prayer items separately.

OPPORTUNITIES

- Expansion into new markets:
 Dua' Go can be expanded to other countries with significant Muslim populations, especially those with a growing tourism industry.
- Product diversification:
 Dua' Go can be diversified to include additional items, such as prayer rugs with different designs or materials, or personalized prayer beads.
- Online sales and marketing:

THREATS

- Competition from other brands:
 There may be increasing competition from other brands offering similar products, which could impact market share and profitability.
- Changing consumer preferences: Consumer preferences may shift over time, leading to a decline in demand for traditional kit bag prayer.
- Economic downturns:

The internet can be used to promote and sell kit bag prayer, reaching a wider audience and expanding sales channels. Economic downturns can reduce consumer spending, impacting sales of kit bag prayer.

Table 1 : Swot Analysis

1.8 OPERATIONAL DEFINITION

A Dua' Go Bag, refers to a portable collection of essential items required for performing Islamic prayers. These items are typically carried in a small, lightweight bag, making it convenient for individuals to take their prayer essentials with them wherever they go.

The core components of a Dua' Go Bag typically include prayer mat, Prayer cap, Prayer beads, Quran.

The operational definition of a Dua' Go Bag in Malaysia emphasizes its portability and the inclusion of essential items necessary for fulfilling Islamic prayer obligations. It is a practical solution for individuals who need to travel frequently or who wish to maintain their religious practices in various settings

1.9 SUMMARY

Dua' Go Bag is a portable collection of essential items used by Muslims in Malaysia to perform their daily prayers. These items typically include a prayer mat, prayer cap, prayer beads, and sometimes a Quran. The bag is designed to be lightweight and convenient, making it easy to carry and use in various settings. Overall, the kit bag prayer is a practical and essential tool for Muslims in Malaysia, allowing them to maintain their faith and perform their religious duties with ease.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The Muslim kit bag, designed to accommodate the specific needs of Muslim individuals, represents a fusion of practicality, cultural significance, and modern aesthetics. In recent years, the market for such products has expanded significantly, driven by a growing awareness of Islamic identity and a desire for personalized religious experiences. This literature review explores the key themes and findings relevant to the design and usage of Muslim kit bags, focusing on material choices, cultural implications, and consumer preferences.

The Muslim kit bag serves as an essential accessory for various daily activities, such as prayers, travel, and community events. According to Jaffri et al. (2020), the integration of Islamic values into product design not only fulfills practical requirements but also fosters a sense of belonging and identity among users (Journal of Islamic Marketing). The bag typically includes compartments for prayer mats, Qur'ans, and personal items, emphasizing the importance of functionality while respecting cultural practices.

The choice of materials plays a crucial role in the appeal and usability of Muslim kit bags. Research by Rahman and Ismail (2021) highlights a growing trend towards the use of traditional textiles, such as songket, alongside contemporary fabrics like denim and canvas. This combination not only enhances durability and style but also reflects cultural heritage, which resonates well with consumers seeking authenticity in their purchases (International Journal of Consumer Studies). The incorporation of eco-friendly materials is also gaining traction, as sustainability becomes increasingly important to modern consumers (Sulaiman & Ahmad, 2020).

The demand for culturally relevant and stylish Muslim kit bags is on the rise, particularly among younger generations who prioritize both functionality and aesthetic appeal. A study by Noor et al. (2021) emphasizes that millennials and Gen Z consumers are increasingly drawn to products that align with their personal values and cultural identities (International Journal of Retail &

Distribution Management). This demographic shift indicates a need for innovative designs that blend traditional elements with modern sensibilities, allowing for greater market engagement.

The literature reveals that the development of Muslim kit bags is influenced by a complex interplay of cultural, practical, and aesthetic considerations. As the market continues to evolve, there is significant potential for innovative designs that honor traditional values while catering to contemporary lifestyles. This project aims to explore these dynamics further, contributing to the growing body of knowledge in Islamic product design and consumer behavior.

2.2 PREVIOUS STUDIES / REVIEW / INVESTIGATIONS

The Muslim kit bag has gained prominence in Malaysia, serving as an essential accessory that meets both practical needs and cultural identity for Muslims. This section reviews previous studies that explore the design, functionality, and cultural significance of Muslim kit bags within the Malaysian context.

A study by Jaffri et al. (2020) emphasizes the role of the Muslim kit bag in reinforcing cultural identity among Malaysian Muslims. The authors argue that these bags serve not only as practical items for carrying religious essentials but also as symbols of Islamic identity. The integration of traditional fabrics, such as songket, into modern designs enhances the cultural resonance of these bags, allowing users to express their heritage while maintaining contemporary aesthetics (*Journal of Islamic Marketing*).

Research conducted by Noor et al. (2021) explores the evolving consumer preferences for Islamic fashion and accessories in Malaysia. Their findings indicate a growing trend towards personalized and culturally infused products, particularly among younger consumers who prioritize style, functionality, and cultural authenticity. The study highlights that Muslim kit bags are increasingly seen as fashion statements that also serve practical purposes, responding to a demand for products

that reflect personal values and religious commitments (*International Journal of Retail & Distribution Management*).

A notable investigation by Rahman and Ismail (2021) examines the materials used in the production of Muslim kit bags, specifically focusing on the blend of traditional textiles and modern materials. Their research finds that consumers are increasingly favoring sustainable and ethically sourced materials, reflecting a broader trend towards environmental consciousness in fashion. This study suggests that incorporating sustainable practices in the design and production of Muslim kit bags can significantly enhance their marketability (*International Journal of Consumer Studies*).

The design aspect of Muslim kit bags has also been addressed in recent literature. Sulaiman and Ahmad (2020) conducted a study that highlights the importance of user-centered design in creating functional and aesthetically pleasing Muslim kit bags. The authors argue that effective designs should consider the specific needs of users, such as compartmentalization for prayer items and ease of portability. Their findings emphasize that well-designed kit bags can enhance the user experience and promote regular engagement with religious practices (*Journal of Islamic Marketing*).

The existing literature indicates a multifaceted perspective on Muslim kit bags in Malaysia, encompassing cultural identity, market trends, material innovation, and design considerations. As the demand for these products continues to grow, further research could focus on exploring the impact of socio-economic factors on consumer preferences and the potential for innovative designs that bridge tradition and modernity.

2.2.1 SUSTAINABLE DEVELOPMENT GOALS

Firstly, the Du'a Go Bag aims to promote health and well-being (SDG 3) by providing items essential for personal hygiene and prayer. This includes items such as a small prayer mat, a travel-sized ablution (wudu) kit, and hand sanitizers. These essentials support the physical and

spiritual well-being of users, ensuring they have access to clean and safe options for prayer and hygiene regardless of location.

Secondly, the kit aligns with responsible consumption and production (SDG 12) by emphasizing eco-friendly materials and sustainable packaging. By using biodegradable materials for the bag and refillable containers for hygiene products, the initiative encourages users to reduce waste and embrace reusable options. This goal also fosters awareness about environmental stewardship within the Muslim community, encouraging them to minimize their ecological footprint.

Finally, the kit promotes peace, justice, and strong institutions (SDG 16) by fostering a sense of unity and respect for religious practices across Malaysia. With the kit readily available to support Muslims in their worship, it strengthens the representation of religious needs in public and professional spaces. This goal highlights the importance of inclusivity, cultural respect, and providing individuals with the resources necessary to observe their faith freely and responsibly.

2.3 DESIGN THINKING PROCESS

Design Thinking is a human-centered approach that fosters innovation by focusing on understanding user needs, generating creative solutions, and iterating based on feedback. This process typically involves empathizing with users to gain deep insights, followed by exploring a range of ideas through ideation and prototyping. Design Thinking encourages team collaboration and leverages diverse perspectives to address complex challenges, as seen in studies that highlight its effectiveness in problem-solving and product development (Brown, 2009). The iterative nature of this approach allows for continuous improvement and responsiveness to real-time feedback, a principle that supports creating meaningful solutions tailored to user contexts. According to Carlgren et al. (2016), organizations that incorporate Design Thinking processes benefit from enhanced creativity and a structured method for tackling challenges that blends practical implementation with human empathy. The versatility and adaptability of Design Thinking have made it valuable in fields beyond design, including business strategy, education, and social innovation.

2.3.1 EMPATHY

The empathy process for designing a Du'a Go Bag centers on understanding the daily needs and routines of Muslims who require accessible ways to practice their faith while on the move. By observing routines, conducting interviews, and gathering feedback, designers can identify essential items like a prayer mat, wudu supplies, and a qibla compass. Different user contexts, such as students or frequent travelers, reveal specific preferences in weight, durability, and portability. This empathic approach ensures the kit is respectful of religious and cultural norms, aligning with users' values and supporting their faith practices conveniently and meaningfully.

2.3.2 DEFINE

The process for developing a Du'a Go Bag involves several key stages to ensure it meets the practical and spiritual needs of users. Initially, research and user interviews are conducted to understand specific requirements, such as preferences for prayer mats, ablution kits, and other essentials. Following this, the design team engages in concept development, drafting layouts and selecting sustainable materials. This leads to prototype creation, where physical samples of the bag and its contents are developed. User testing is then conducted to gather feedback on usability and convenience, allowing for necessary refinements. Finally, the kit is prepared for production and distribution, with sustainable packaging options to promote responsible consumption. This user-focused approach ensures the Du'a Go Bag is both functional and culturally sensitive, effectively supporting daily worship practices.

2.3.3 IDEATE

The ideation process for the Du'a Go Bag involves brainstorming innovative ideas to create a product that meets the diverse needs of practicing Muslims. A diverse team gathers insights from potential users about their daily rituals, challenges, and preferences regarding religious practices. This collaborative effort encourages exploring components such as portable prayer mats, travel-sized ablution kits, personal hygiene items, and educational materials on Islamic practices. Techniques like mind mapping and sketching help visualize concepts and explore different

combinations of items to enhance the user experience. After generating a wide range of ideas, the team prioritizes features based on practicality, user feedback, and sustainability, ultimately refining the concept into a cohesive and functional kit that resonates with the target audience. This iterative process ensures the product effectively serves the community's needs.

2.3.4 PROTOTYPE

The prototype process for the Du'a Go Bag involves several iterative stages focused on refining the product based on user feedback. Initially, a range of concepts is generated, emphasizing essential items like prayer mats and hygiene products. Low-fidelity prototypes, such as sketches and basic mock-ups, are created to visualize design and functionality. These prototypes are presented to potential users for feedback, providing insights into usability, aesthetics, and practicality. After incorporating suggestions, a high-fidelity prototype is developed for real-world testing in various settings, such as urban environments and mosques. This process ensures that the final product meets user needs, is comfortable to carry, and effectively supports their religious practices, resulting in a thoughtfully designed solution that resonates with its intended audience.

2.3.5 TESTING

The testing process for the Du'a Go Bag involves several key steps to ensure it meets user needs. Initially, prototypes are created and distributed to a diverse group within the Muslim community for real-world use. Feedback is gathered through surveys and interviews to evaluate the bag's functionality, comfort, and practicality. Participants provide insights on usability, material quality, and overall satisfaction. This feedback is analyzed to identify common themes for improvement. Iterative testing follows, refining the bag based on user suggestions and re-testing to confirm that enhancements effectively address any identified issues. This cyclical process validates the design and fosters a sense of ownership among users, resulting in a product well-suited to their needs.

2.4 SUMMARY

The exploration of Du'a Go Bag highlights their multifaceted significance as both practical accessories and cultural symbols. The literature reveals that these bags serve not only to facilitate daily religious practices but also to reinforce Islamic identity among users. Research by Jaffri et al. (2020) emphasizes the cultural resonance achieved through the integration of traditional materials like songket with modern designs, reflecting users' heritage while meeting contemporary aesthetic preferences.

Market trends indicate a growing demand for personalized and culturally infused products, particularly among younger consumers, as noted by Noor et al. (2021). This demographic prioritizes functionality and style, viewing kit bags as both essential items and fashion statements. Additionally, studies by Rahman and Ismail (2021) highlight the importance of sustainable and ethically sourced materials in appealing to environmentally conscious consumers.

Design considerations are also pivotal, as indicated by Sulaiman and Ahmad (2020), who advocate for user-centered approaches that enhance both functionality and user experience. Overall, the existing literature underscores the potential for innovative Muslim kit bags that bridge tradition and modernity, catering to the evolving needs and values of Malaysian Muslims.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

While the aim of methodology is to offer a structural framework for conducting research. It describes in detail the steps and methodology that will be applied to collect, analysis data. A systematic, valid and reliable way of conducting research.

Transparency on research design, or how the data was gathered and analysis can influence others to rely on research findings. Others can repeat it and judge the validity of any conclusions. Moreover, a clear kernel listing method assists researchers in maintaining focus and preventing biases to make the process of research more effective.

3.2 PROJECT DESIGN

Du'a Go Bag has determined that adopting the Design Thinking Process as a framework in the design and development of the product is the most effective method to proceed. Other than that, a qualitative research method was applied to produce this product, in which we doing questionnaire and also doing some observation among the staff to collected their responses to know the respondent's feedback on our product Du'a Go Bag.

3.2.1 OPPURTUNITIES AND CHALLENGES

The Du'a Go Bag presents a range of exciting opportunities and notable challenges in the marketplace. One key opportunity lies in addressing a growing demand for convenient, faith-aligned travel and daily essentials, particularly among Muslim consumers who prioritize accessibility to religious items like prayer mats, tasbih, and other hygiene essentials in their busy lives. With increased travel and a rising interest in products tailored to specific lifestyle needs, the

Du'a Go Bag has the potential to tap into a niche yet steadily expanding market. Furthermore, the product aligns with the global trend towards minimalistic, multi-functional items, enhancing its appeal for modern users looking for practical solutions to support their spiritual routines.

However, the Du'a Go Bag also faces several challenges. One primary challenge is ensuring affordability without compromising quality, as price sensitivity can be a factor in this market segment. Additionally, marketing a faith-oriented product to a broader audience requires a delicate balance, as the brand must resonate with Muslim values while appealing to diverse cultural sensitivities. Lastly, establishing trust and visibility in a competitive marketplace of lifestyle and travel essentials demands strategic branding and targeted marketing efforts. Successfully navigating these challenges can position the Du'a Go Bag as a valuable and trusted choice for Muslim consumers.

3.3 METHODS / PROCEDURES / PROJECT PRODUCTION TECHNIQUES

Design thinking is a people-oriented process for creating new and innovative ideas that prioritize empathy, collaboration, and experimentation. This includes empathising with users and their problems, ideating new solutions from the ground-up and prototyping those ideas to prove them out. This process generally consists of 5 stages, being empathize (understand the user), define (determine the problem that is to solved) ideate (create possible solutions for this problem); prototype (the materialization of these ideas in a tangible way) and test (assess if what was done really works as expected). Design thinking is applied in almost everything we do these days: product design, business strategy and planning to social innovation — creating solutions that are functional but also desirable.

DESIGN THINKING PROCESS

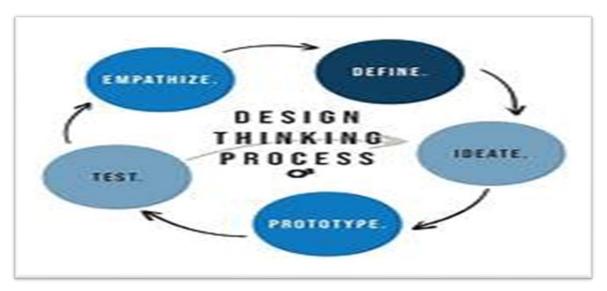


Figure 3.1

3.3.1 EMPATHY

The empathy process was done by interviewing and questionnaire the student, lecturers and friends of Polytechnic Sultan Salahuddin Abdul Aziz Shah. From the questionnaire and observation, we manage to understand the problem that student and staff facing from having incomplete praying stuff. We write the empathy map using Canva.



Figure 3.2

3.3.2 DEFINE

After empathizing, we gathered all the findings from different aspects as in students, lecturers, and staff of PSA. A handful of our findings showed that many of them had also been affected by the lack of prayer equipment. This was due because Islamic Center lack of suitable prayer equipment to perform prayer.

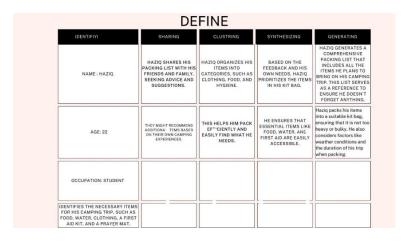


Figure 3.3

3.3.3 IDEATE

We brainstormed possible solutions once we were clear about that aside from the problems. We discussed a lot of things to develop beyond those under attack. We managed to get rid of all the ones that were already implemented, public-facing or not solve problems in the first place and now have a few ideas for our prototypes.

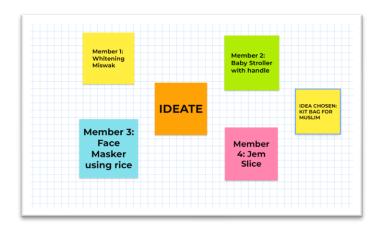


Figure 3.4

3.3.4 PROTOTYPE

After shortlisting our ideas, we brought our ideas to life by creating a prototype. The rough prototype was named Muslim Kit Bag by putting in the solutions to test it out and highlight any constraints or flaws. The purpose of creating a prototype is to test the functionality, design, and practicality of the bag before production begin.

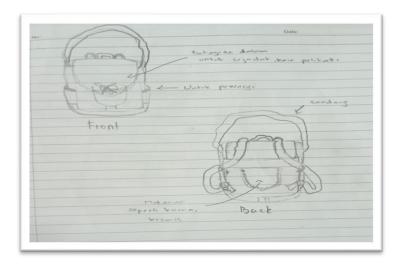


Figure 3.5

3.3.5 TESTING

The last stage of design thinking, testing was done after we creating our prototype. We invited some participants to test out the prototype to ensure whether the product is ready to be develop. Key aspects for this testing are by asking the participants questions. For example, How easy or convenient is it to access items like the telekung, prayer mat, and Quran in this bag? Does the bag provide enough space and compartments to store all the necessary prayer items? What improvements or additional features would make this bag more useful for your daily or travel needs?

3.4 MATERIALS AND EQUIPMENT

Materials:



Denim

The primary material for the bag, providing durability and a classic aesthetic.



Kain Songket

A traditional Malaysian fabric known for its intricate weaving patterns and metallic threads. It can be used for accents, decorative panels, or even the entire interior lining.

Equipment:



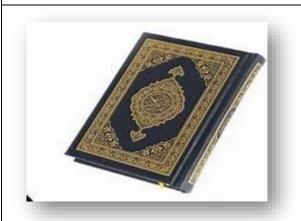
Prayer Mat

A portable prayer mat that can be stored within the bag.



Tasbih

Prayer beads for counting during prayers.



Qur'an

A copy of the Qur'an to be carried.



Telekung

Traditional prayer garment worn by Muslim women, typically covering the entire body except the face and hands, to ensure modesty during prayer.

3.5 METHOD OF COLLECTION DATA

The actual data for this study was collected from our student, lecturers, and staff from Polytechnic Sultan Salahuddin Abdul Aziz Shah. Data will be collected using observation and questionnaire technique given to respondents. The questionnaire and observation was done in Polytechnic. Ww create two survey which was for pre survey and the other one for real questionnaire. With that, we produce products and achieve objectives based on that data. However, if our respondent refuses to answer the questionnaire, we will distribute it to another respondent in the same group sample. This is the link for pre survey questionnaire, https://forms.gle/tb3N1MsEzJ1Jo6Wg6
This is the link for real questionnaire, https://forms.gle/tb3N1MsEzJ1Jo6Wg6

3.6 SUMMARY

The implementation method of the Du'a Go Bag project is to use the Design Thinking Process method, which is more accurate to achieve our product objectives. There are various factors that need to be considered so that there is no shortage. The use of materials is also very important to produce the Du'a Go Bag. Therefore, careful implementation and research are required in the production of the product. In addition, samples from respondents can affect the production of Du'a Go Bag, so that this product has a lot of demand when it is produced.

CHAPTER 4

FINDINGS AND DISCUSSION

4.1 INTRODUCTION

This section presents the findings and discussion of the research conducted on the development of a Muslim kit bag made from denim and songket materials. The purpose of this study is to explore the feasibility, market acceptance, and potential growth of a culturally inspired yet modern product that caters to the needs of the Muslim community. Denim, known for its durability and casual appeal, is paired with songket, a traditional handwoven fabric, to create a unique blend of heritage and contemporary design.

The findings focus on key areas such as the materials' functionality, market trends, customer preferences, and competitive analysis. Additionally, this section delves into the challenges faced during the design and production process, consumer feedback, and the overall potential of the product in the marketplace. These insights provide a comprehensive understanding of how the integration of traditional craftsmanship with modern practicality can drive business growth in the fashion and lifestyle sector, particularly within the Muslim community.

4.2 RESEARCH / TESTING FINDINGS

We divided the questionnaire into two parts, namely section 1 and section 2 to facilitate the results of our study. First section include age, gender and how much does a person travel. Meanwhile the second section is about people opinion on muslim kit bag. This research can give us insight on how people react to kit bag.

4.2.1 Testing

The prototype testing phase for the Du'a Go Bag was conducted to assess the usability, functionality, and overall user experience. The primary goal was to gather user feedback and identify potential improvements before moving into the final development/implement phase. Five users participants with background. categorized using feedback grid as shown below:

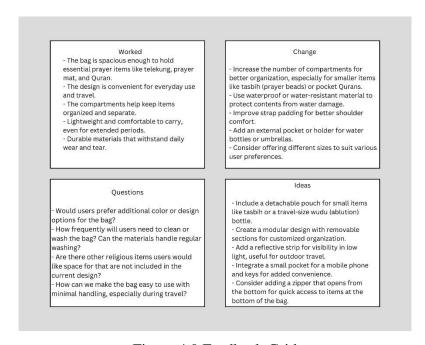


Figure 4.0 Feedback Grid

Category	Feedback / Suggestion
What Worked well	The bag is easy to carry anywhere
What could be	- The bag is spacious enough to hold essential prayer items like
improve	telekung, prayer mat, and Quran.
	- The design is convenient for everyday use and travel.
	- The compartments help keep items organized and separate.
	- Lightweight and comfortable to carry, even for extended periods.
	- Durable materials that withstand daily wear and tear.
Questions	- Would users prefer additional color or design options for the bag?
	- How frequently will users need to clean or wash the bag? Can the
	materials handle regular washing?
	- Are there other religious items users would like space for that are
	not included in the current design?
	- How can we make the bag easy to use with minimal handling,
	especially during travel?
New Ideas	- Include a detachable pouch for small items like tasbih or a travel-
	size wudu (ablution) bottle.
	- Create a modular design with removable sections for customized
	organization.
	- Add a reflective strip for visibility in low light, useful for outdoor
	travel.
	- Integrate a small pocket for a mobile phone and keys for added
	convenience.
	- Consider adding a zipper that opens from the bottom for quick
	access to items at the bottom of the bag.

Table 4.1: Feedback and Suggestion for Du'a Go Bag

4.2.2 A Design of Du'a Go Bag

Figure 4.1 shows the front of the bag which is primarily made of two tones of blue. The upper section is a solid dark blue, while the lower section features a lighter blue fabric with decorative white patterns. These patterns include intricate vertical designs resembling traditional motifs and small star-like shapes at the bottom. The bag has a simple flap closure in the dark blue fabric, and it also includes a matching strap in the same material as the upper section. The front also have two compartment to fill the praying stuff.



Figure 4.1: Front of Du'a Go Bag

Figure 4.2 showcase the inside of the bag is lined with a light blue denim material, showcasing visible stitching in orange thread along the seams. There is a decorative golden fabric panel with intricate patterns along one section, adding a touch of elegance to the interior design. The overall interior appears to be durable and well-stitched, suitable for holding items securely. Inside of the bag have two compartments to fill stuff.



Figure 4.2: Inside of Du'a Go Bag

4.2.3 Survey Analysis

A pre-survey / survey is carried out before the development of Du'a Go Bag to collect data from the public response toward the Bag. Also, this study aimed to investigate the Needed of to develop a comprehensive kit bag that meets the daily needs of practicing Muslims in Malaysia and to create an easy-to-carry and convenient kit bag with essential items for prayer, hygiene, and other religious obligations. They are two types of survey that has been conducted which is public response and staff response The result from both surveys will be explained in the next section. Data analysis was performed using Statistical Package for Social Sciences (SPSS) Version 22.0 software. Descriptive statistical methods of mean score evaluation and standard deviation are used to measure the level of respondent. The percentage analysis of the demographic information of the respondents is presented in Table in the findings section. Additionally, the mean score analysis for the level of knowledge regarding the application of the 9 pillars of 4IR in education is shown in Table in the findings section as well. The interpretation of the mean score value refers to Landell (1977), as shown in Table below.

4.2.3.1 Public response toward the Bag

The Landell method was used to grade the mean score to 3 main criteria, as in Table 4.1 In this study, the researcher selected the Landell method, due to the mean score range value for the best level (Good / Agree), is high at 3.80 - 5.00. This high mean score value gives reliable analysis results because the range for the score is high.

Table 4.1 Landell method

Score Landell	Comprehension /
	Acceptance Level
1.00 - 2.39	Unsatisfactory / Strongly
	Disagree
2.40 - 3.79	Moderate / Disagree
3.80 - 5.00	Good / Agree

Table 5: Mean Score Interpretation

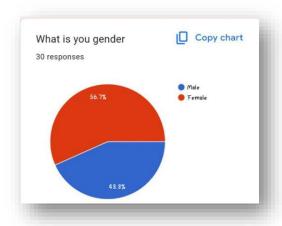
Mean Score	Level		
3.68 - 5.00	High		
2.34 - 3.67	Moderate		
1.00 - 2.33	Low		

Source: Adapted from Management by Menu (p432), by Landell (1977). London: Wiley and Sons.

Profile of Respondent

Data for gender and age for respondents are presented in pie charts for pre survey as shown in Figure 4.3 and Figure 4.4. Meanwhile Figure 4.5 and 4.6 show for real survey that has been conducted.

Pre survey respondent,



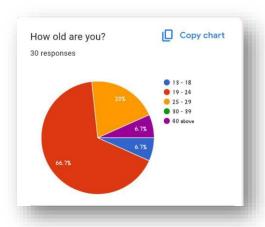
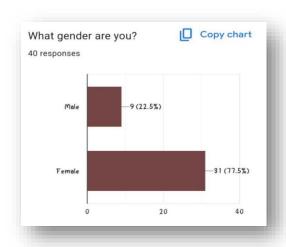


Figure 4.3: Gender

Figure 4.4: Age

Real Survey respondent,



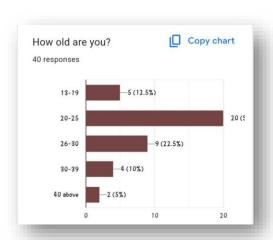


Figure 4.5: Gender

Figure 4.6: Age

Content of the bag

Table 4.2 represents the pre survey respondent opinion of the Du'a Go Bag. This survey was conducted online.

Table 4.2: Public Perception of the Du'a Go Bag

Content	Mean	Interpretation	Standard
			Deviation
What items do you consider essential for a	6.5	Good / Agree	4.024
Muslim kit bag?			
Do you use a kit bag for daily activities or	2.5667	Good / Agree	1.60
only for travel?			
Are you familiar with existing brands that	1.333	Good / Agree	0.471
offer Muslim kit bags?			
How do you prefer to learn about new	2.2	Good / Agree	0.83
products or brands?			
Would you be interested in a combination	1.833	Good / Agree	0.372
of denim and songket materials?			
What is your budget for a Muslim kit bag	19	Good / Agree	4.36
made from denim and songket?			
Overall Average Mean	5.572	Good / Agree	

Content of the bag

Table 4.3 represents the real survey respondent opinion of the Du'a Go Bag. This survey was conducted online.

Table 4.3: Public Perception of the Du'a Go Bag

Content	Mean	Interpretation	Standard
			Deviation
The kit bag contains all the essential	3.075	Good / Agree	0.732
items needed for daily prayer and			
religious practices.			
The kit bag is designed in a way that	3.425	Good / Agree	0.659
makes it convenient and easy to carry.			
The items included in the kit bag are	3.625	Good / Agree	1.059
useful for both urban and rural			
environments.			
The kit bag provides an effective solution	3.5	Good / Agree	0.857
for maintaining hygiene and meeting			
daily needs.			
The kit bag design is practical and	3.55	Good / Agree	0.924
versatile for various settings and			
lifestyles.			
The kit bag would help in simplifying my	3.55	Good / Agree	0.864
daily religious practices and obligations.			
Overall Average Mean	3.454	Good / Agree	

4.3 DISCUSSION

This project was designed with three main objectives. To develop a comprehensive kit bag that meets the daily needs of practicing Muslims in Malaysia.

To create an easy-to-carry and convenient kit bag with essential items for prayer, hygiene, and other religious obligations.

To provide a versatile and practical kit bag that caters to both urban and rural communities, supporting Muslims in their daily worship practices.

From the pre survey based on table 4.2, this is what we manage to achieve our objective;

1. What items do you consider essential for a Muslim kit bag?

Mean: The average response is 6.5, indicating that respondents tend to consider multiple items essential for a Muslim kit bag, with "All above" being the most common choice.

Standard Deviation: The standard deviation of 4.024 suggests that there is a significant spread in the opinions of the respondents regarding the essential items for a Muslim kit bag. Some respondents prioritize specific items, while others consider a broader range of items to be essential.

2. Do you use a kit bag for daily activities or only for travel?

Mean: The average response is 2.5667, indicating that respondents tend to use the kit bag for both daily activities and travel, with some using it only for one or the other.

Standard Deviation: The standard deviation of 1.60 suggests that there is a moderate spread in the opinions of the respondents regarding the usage of the kit bag. Some respondents use it for both activities, while others use it for one or none.

3. Are you familiar with existing brands that offer Muslim kit bags?

Mean: The average response is 1.3333, indicating that respondents tend to be familiar with existing brands that offer Muslim kit bags.

Standard Deviation: The standard deviation of 0.471 suggests that there is some spread in the opinions of the respondents regarding their familiarity with existing brands. Some respondents are familiar, while others are not.

4. How do you prefer to learn about new products or brands?

Mean: The average response is 2.2, indicating that respondents tend to prefer learning about new products or brands through a mix of media sosial and physical stores, with a slight preference for physical stores.

Standard Deviation: The standard deviation of 0.83 suggests that there is some spread in the opinions of the respondents regarding their preferred learning methods. Some respondents prefer media sosial, while others prefer online or physical stores.

5. Would you be interested in a combination of denim and songket materials?

Mean: The average response is 1.8333, indicating that respondents tend to be interested in a combination of denim and songket materials.

Standard Deviation: The standard deviation of 0.372 suggests that there is a relatively small spread in the opinions of the respondents regarding their interest in the combination of denim and songket materials. Most respondents are interested in this combination.

6. What is your budget for a Muslim kit bag made from denim and songket?

Mean: The average budget for a Muslim kit bag made from denim and songket is RM 19. Standard Deviation: The standard deviation of 4.36 suggests that there is a significant spread in the budgets of respondents for this type of kit bag. Some respondents are willing to spend more, while others have a lower budget.

From the real survey based on table 4.3, we manage to conclude;

1. The kit bag contains all the essential items needed for daily prayer and religious practices.

Mean: The average response is 3.075, indicating that the majority of respondents leaned towards a neutral opinion about the kit bag containing essential items for daily prayer and religious practices.

Standard Deviation: The standard deviation of 0.732 suggests that the responses are relatively close to the mean. There is not a large spread of opinions among the respondents.

2. The kit bag is designed in a way that makes it convenient and easy to carry.

Mean: The average response is 3.425, indicating that the majority of respondents leaned towards a positive opinion about the kit bag being convenient and easy to carry.

Standard Deviation: The standard deviation of 0.659 suggests that the responses are relatively close to the mean. There is not a large spread of opinions among the respondents.

3. The items included in the kit bag are useful for both urban and rural environments.

Mean: The average response is 3.625, indicating that the majority of respondents leaned towards a positive opinion about the items in the kit bag being useful for both urban and rural environments.

Standard Deviation: The standard deviation of 1.059 suggests that there is some spread in the opinions of the respondents. Some people strongly agree, while others are more neutral.

4. The kit bag provides an effective solution for maintaining hygiene and meeting daily needs.

Mean: The average response is 3.5, indicating that the majority of respondents leaned towards a positive opinion about the kit bag providing an effective solution for maintaining hygiene and meeting daily needs.

Standard Deviation: The standard deviation of 0.857 suggests that there is some spread in the opinions of the respondents. Some people strongly agree, while others are more neutral.

The kit bag design is practical and versatile for various settings and lifestyles.

Mean: The average response is 3.55, indicating that the majority of respondents leaned towards a positive opinion about the kit bag design being practical and versatile for various settings and lifestyles.

Standard Deviation: The standard deviation of 0.924 suggests that there is some spread in the opinions of the respondents. Some people strongly agree, while others are more neutral.

6. The kit bag would help in simplifying my daily religious practices and obligations.

Mean: The average response is 3.55, indicating that the majority of respondents leaned towards a positive opinion about the kit bag helping in simplifying their daily religious practices and obligations.

Standard Deviation: The standard deviation of 0.864 suggests that there is some spread in the opinions of the respondents. Some people strongly agree, while others are more neutral.

4.4 **SUMMARY**

In conclusion, the Du'a Go Bag represents a meaningful innovation that addresses both spiritual and practical needs for modern Muslims. By blending tradition with convenience, it allows users to remain connected to their faith while navigating the demands of contemporary life. With its strong cultural relevance and promising market potential, the Du'a Go Bag stands out as a product that supports Muslim individuals in living a balanced and spiritually fulfilling life.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

The Du'a Go Bag was conceived to meet the distinct and diverse needs of Muslim individuals who prioritize convenience, preparedness, and spiritual mindfulness in their daily routines. This thoughtfully curated kit bag includes a range of essential items tailored for practical use, allowing users to maintain their religious practices, uphold personal hygiene, and access emergency supplies with ease, no matter where they are.

Designed with modern, mobile lifestyles in mind, the Du'a Go Bag is ideal for Muslims who lead busy lives, whether traveling, working, studying, or simply on the go. By combining spiritual and practical essentials, this product supports users in fulfilling their religious obligations and personal care needs efficiently and discreetly. This report highlights the value of the Du'a Go Bag as more than a product—it is a valuable lifestyle companion that enhances convenience, fosters peace of mind, and reflects a thoughtful approach to meeting the unique demands of Muslim consumers today.

5.2 CONCLUSION

In conclusion, the Du'a Go Bag offers a practical and essential solution for Muslims who seek a convenient way to fulfill their religious and daily needs while on the go. Designed to combine practicality with spiritual mindfulness, the Du'a Go Bag includes items that support a Muslim's day-to-day lifestyle, including prayer essentials, hygiene products, and emergency supplies, all compactly organized for quick access.

This innovative kit bag stands out in the market by meeting the demands for convenience, portability, and completeness. It appeals to travelers, busy professionals, students, and anyone

seeking a reliable and faith-oriented go-to kit. Through careful product selection and a thoughtful understanding of customer needs, the Du'a Go Bag is well-positioned to make a meaningful impact and foster a strong sense of community among users.

The launch of this product highlights the commitment to offering value that aligns with both practical and spiritual aspects of a Muslim's life, making it a unique and timely addition to the lifestyle products sector.

5.3 RECOMMENDATION

To enhance the appeal and success of the Du'a Go Bag, several strategic recommendations should be considered. First, expanding the product range to include versions tailored for specific needs—such as travel, student, or premium editions—can attract a broader customer base. Each variant could offer unique items like a digital Quran or ergonomic tasbih counter, appealing to diverse demographics within the Muslim community. Prioritizing quality and sustainability by using durable, eco-friendly materials will also meet consumer expectations and contribute to long-term brand loyalty. Additionally, building brand visibility through partnerships with Islamic travel agencies, mosques, and educational institutions would help increase awareness and provide valuable promotional opportunities, particularly around peak travel periods and religious holidays.

Strengthening online presence through social media, e-commerce platforms, and influencer marketing can further enhance visibility. A targeted digital strategy would make it easy for customers to explore and purchase the bag while fostering a community of users who can share their experiences. Offering customization options, where customers can choose specific items for their bags, can also add a personalized touch, increasing satisfaction and engagement. Finally, regular customer feedback should be sought to drive continuous improvement, ensuring the product remains relevant and aligned with the evolving needs of its users. By implementing these recommendations, the *Du'a Go Bag* can effectively broaden its market reach, enhance customer loyalty, and establish a solid, trusted presence within the lifestyle and religious products sector.

5.4 PROJECT LIMITATIONS

The Du'a Go Bag project faces several limitations that impact both product development and market entry. One of the primary challenges is managing production costs while maintaining affordability for a broad audience. To keep the Du'a Go Bag within reach of its target customers, it is necessary to balance quality and cost, as including high-quality items and durable packaging can increase production expenses, potentially affecting the product's pricing strategy. Additionally, as a niche product, the Du'a Go Bag may struggle with limited awareness and market penetration. Educating potential customers on the benefits of a specialized kit for spiritual and emergency needs could require substantial marketing efforts, often restricted by budget constraints.

Another key limitation involves logistical and supply chain issues, as ensuring a consistent supply of quality materials for the kit's contents could be challenging. Any disruptions in the supply chain may affect production timelines and product availability. Moreover, offering a standardized kit may not fully accommodate the varied preferences within the target market, such as specific religious items or additional personal products, limiting the ability to meet individual customer needs without adding significant costs and logistical complexity. Compliance with regional health and safety regulations for hygiene or emergency products within the kit may also pose challenges, potentially requiring additional time and investment before the product can be launched.

Finally, cultural and regional differences in preferences for certain religious items or supplies may limit the kit's appeal across diverse markets without specific customization options. These limitations underscore the importance of careful strategic planning across production, marketing, and distribution to overcome these challenges and deliver a product that aligns with the needs and expectations of the target audience.

5.5 SUMMARY

The Du'a Go Bag is a thoughtfully curated kit designed to provide Muslim users with essential items for prayer, hygiene, and daily convenience, all in a compact, portable format. This kit bag includes key items such as a prayer mat, mini Qur'an, hygiene essentials, and emergency supplies, meeting the practical and spiritual needs of users on the go. Tailored for travelers, professionals, students, and anyone with a busy lifestyle, the Du'a Go Bag offers a convenient solution that supports religious obligations while simplifying daily routines.

With its emphasis on quality, portability, and versatility, the Du'a Go Bag represents a unique product in the market, catering to the lifestyle and faith needs of its target audience, positioning it as an ideal choice for those seeking a meaningful and practical accessory.

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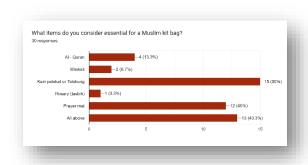
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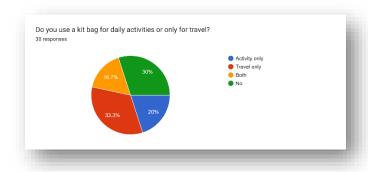
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GANTT CHART

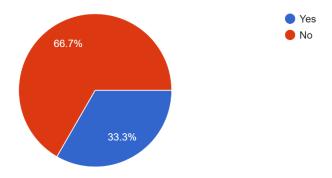


APPENDICS PRE SURVEY

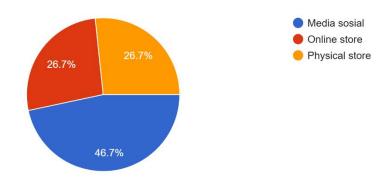




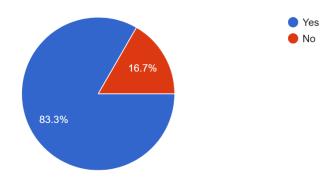
Are you familiar with existing brands that offer Muslim kit bags? 30 responses



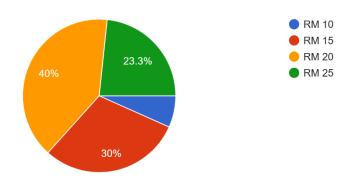
How do you prefer to learn about new products or brands? 30 responses



Would you be interested in a combination of denim and songket materials? 30 responses

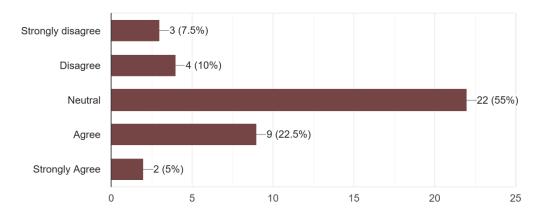


What is your budget for a Muslim kit bag made from denim and songket? 30 responses

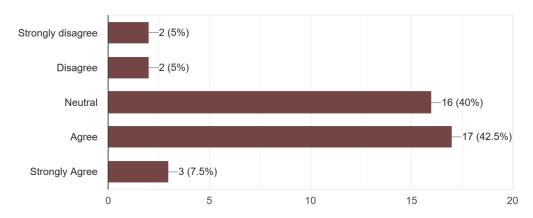


APPENDICS REAL SURVEY

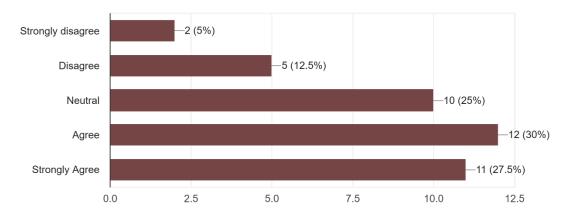
The kit bag contains all the essential items needed for daily prayer and religious practices. 40 responses



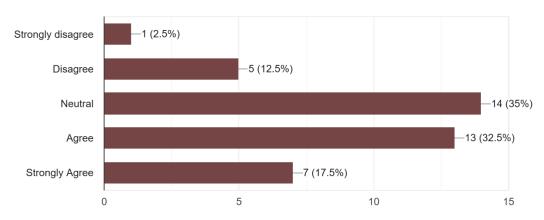
The kit bag is designed in a way that makes it convenient and easy to carry. 40 responses



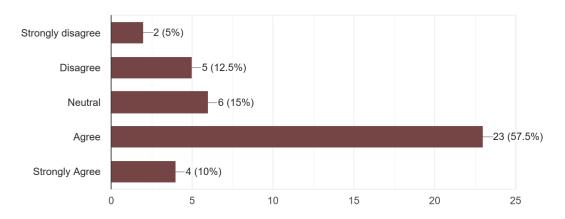
The items included in the kit bag are useful for both urban and rural environments. $40 \, \text{responses}$



The kit bag provides an effective solution for maintaining hygiene and meeting daily needs. 40 responses



The kit bag design is practical and versatile for various settings and lifestyles. 40 responses



The kit bag would help in simplifying my daily religious practices and obligations. 40 responses

