



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MADU BELACAN

ENTERPRISE

**TECHNOLOGY ENTREPRENEURSHIP (ENT 600): NEW PRODUCT
DEVELOPMENT**

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EXECUTIVE SUMMARY

This new product development is beginning to the technology implementation of a product, sequently from the problem faced by the company. This is purposely to ease and enhance their production. In order to accomplish this task, we had an opportunity to interview a company of food manufacturing which is Belacan Madu Enterprise located at Kuala Perlis, Perlis that is owned by Puan Che Saudah Binti Hamzah.

From the interview and observation we discover their main problem is that the production during monsoon season or even uncertain weather is declined and they cannot totally meet the demand. As we all know, those shrimps or known as '*udang geragau*' are placed under the blazing sun and undergo the drying process for at least two hours. This causes worry to the company regarding the production.

We come upon a solution to this problem which is using LEDs lamp as an option to replace the sunlight. The drying process will be conducted indoor and the shrimps are placed under the LEDs lamp. We name this product as 'Ultra-Drying Lamp' because we have a strong belief with its efficiency and capability to dry up the shrimps without worrying about the weather. This product has its own potential to be accepted by consumers and be implemented widely.

CHAPTER 1: INTRODUCTION

1.1 Problem Statement

Drying up the shrimps was one of the essential processes of making *belacan*. They still use a traditional method that dries all the shrimps in the outdoor area due to keeping the original taste and aroma of the shrimps. This method takes a long time for the production process to finish. They constantly check the weather to avoid getting the shrimps wet because of the rain. Thus, they had to wait for the weather to be bright and sunny that could make the shrimps dry. Therefore, a suitable light for the drying process was needed to make innovation by replacing it in the indoor area. The design of the indoor drying lamp is also important to use a heat insulator for materials and protect the shrimps. The cleanliness of the drying place cannot be guaranteed as the place was opened. Many insects like flies, ants can perch on their surface and give a bad impact on the product. For the indoor area, the place is not open and the insects will not come to those places.

1.2 Methodology: Data Collections

Below are some methods used in collecting data on the new product development.

1. Questionnaire

The information for this product development is gained through the questionnaire, purposely to collect the customer's feedback about the product. The section of the questionnaire can be split into two parts which are testing the concept of the product and testing the acceptance of market. The concept of the product can be interpreted by asking about the quality, efficiency, and features while questions for the acceptance of the market are asking about relevant price, opinion, and interest. The questionnaire is randomly distributed to public people and we choose a minimum of 30 respondents to answer it. From overall responses, the respondents manage to answer all required questions indicating that the questions are simple yet understandable. We finally analyse the customer's responses to come out with a conclusion regarding the acceptance of the product.