UNIVERSITI TEKNOLOGI MARA

COMPANY ANALYSIS

HERBENO

NEW PRODUCT DEVELOPMENT

SUBJECT	:	TECHNOLOGY ENTREPRENEURSHIP (ENT 600) – NPD	
FACULTY	:	FACULTY ARCHITECTURE , PLANNING AND SURVEYING (FSPU)	
SEMESTER	:	MARCH -JULY 2018	
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1.0 EXECUTIVE SUMMARY

With more people than ever living in the cities, how do we reconcile our need for fresh fruit and vegetables with the challenges of life in an urban environment where the time and space for gardening are limited? This study was conducted to develop a product that is fully automatic to harvest seed with everything at your fingertips and you literally don't have to do a thing. It also discovers how many potential consumers are interested in the product. Also, this paper will highlight the design of the product and reasoning behind the parameters chosen.

2.0   INTRODUCTION

2.1 PROBLEM STATEMENT

We live in the city, where a limited space and high living expenses with a small yard or only cement areas which an individuals need a little space actually to grow food for their families.

2.2 METHODOLOGY: Data Collection

All information was collected through several methods which are:

2.2.1 Observation

was performed through the problems faced by a housewife who live in an apartment in a city that have a limited space for gardening and with high living expenses.

2.2.2 Survey or questionnaire

Several online surveys or questionnaire were conducted to identify the number of people that face the same problem and the probability of the proposed product to be accepted by the market.

2.2.3 Research

Research and study has been done on existing conventional way of gardening in a small space usually a DIY is one of the way. Based on the problem statement, it is identified that a self-device or an auto grow device is the solution.

2.3 LIMITATION

To introduce a new auto grow device, there are some limitations needed to be encountered:

2.3.1 Experiences and technical knowledge

To run a system of many types of equipment, which requires necessary specific expertise for the devices used, what plants can grow and how they can survive and thrive in a soilless environment. Mistakes in setting up the systems and plants' growth ability in this soilless environment will end up ruining the whole progress.

2.3.2 Water and electricity risks

In a Hydroponic system, mostly we use water and electricity. So, we need to beware of the electricity in a combination of water in close proximity. Safety first when working with the water systems and electric equipment.