



ZAUBER® PRESSER

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1.0 EXECUTIVE SUMMARY

The consumption of fruits and vegetables give many benefits to the individuals. It is essential to the people from all age group, especially children who are still growing up and adults that have certain illnesses which require certain vitamins and minerals supplementation. However, there are challenges in getting compliance from the individuals to consume the recommended amount of fruits and vegetables intake per daily consumption. The challenges may come from the individuals themselves or from the environmental factors. Thus, by taking the current advancement of multimedia and technology into account, a multi-functional product, together with application is created to assist the general public in achieving the recommended amount of fruits and vegetables. Besides, the people also get to know more knowledge on what kind of fruits or vegetables that can help treating certain health-related conditions that the individual suffers.

2.0 INTRODUCTION

Fruits and vegetables provide health benefits and are essential for the prevention of diseases. The World Health Organization suggests consuming 400g or more of fruits and vegetables per day to improve overall health. Vegetables are rich in vitamin A, vitamin C, folate, fiber and potassium. Vitamin A-rich foods such as sweet potatoes and carrots help keep skin and eyes healthy and protect against infections (Hernandez, 2018). Folate helps the body form red blood cells. The food pyramid of Malaysia recommends eating two to three servings of vegetables per day in which one serving of vegetable is equivalent to one cup of raw vegetable or half cup of cooked vegetables. The food pyramid of Malaysia also recommends consuming one to two servings of fruit per day.

The healthiest choices are fresh fruits or frozen without added sweeteners. Moreover, fruit is naturally low in fat, sodium and calories, and rich in potassium. Fiber in fruit helps to protect against heart disease and lower cholesterol level. Vitamin C in foods containing citrus like strawberry helps with wound healing and keeps gums and teeth healthy. Apart from that, eating potassium-rich foods such as bananas and potatoes can help reduce blood pressure, decrease bone loss and prevent development of kidney stones. According to the Centers of Disease Control and Prevention, eating fruits and vegetables can make weight management easier.

It is clear that the health benefits of fruits and vegetables are abundant. However, it is not always an easy task to ensure people to eat nutritious foods.

The consumption of vegetables and fruit during adolescence is crucial to ensuring adequate intake of the nutrients required to meet the rapid growth that characterises this developmental period (Jongenelis et al., 2018). However, significant reductions in vegetables and fruits intake during adolescence have been observed as one of the challenging tasks to curb in order to promote a healthy lifestyle.

There are plenty of reasons why people consume less fruits and vegetables in their daily life. One of the reasons is food preferences are often personal and rooted in cultural backgrounds (Casagrande & Gary-Webb, 2010). Some people avoid eating fruits and vegetables because they think that fruits and vegetables are not tasty and bitter. Next, environmental barriers continue to prevent individuals from eating the recommended number

3.0 NEW PRODUCT DEVELOPMENT (NPD)

3.1 DEFINITION

New product development can be defined as a process of producing new product or service for the market. There are some steps that involve in developing the new product. New product development may be done to develop an item to compete with a particular product or service or may be done to improve an existing established product. New product development is essential to any business that must keep up with market trend and changes. The proposed new product development is known as Zauber® Presser, a fruit extraction juicer which displays the content of vitamins and minerals of the combined fruits or vegetables. This innovative item is made to meet the demand of customers, especially those who are concerned about healthy eating. The purposes of this new product development include:

- i. To optimize the recommended dose of daily micronutrients consumption among customers.
- ii. To provide the suitable juice combination concerning the customers' current health condition.

3.2 CLASSIFICATION OF NPD

One of the classifications of new product development is the improvement on existing product. It is defined as the new product that has replaced the existing technology by providing improved performance or some modifications on it. For example, this new product is basically similar with existing juice presser available in the market. However, there are some modifications that are built to improve its benefits to the costumers. In this case, the apps is linked with the Zauber® Presser to calculate the amount of vitamins and minerals available in the combination of juices made. Besides, the customers also will acknowledge their current health conditions as well as the 'magic juice' recommended to treat their diseases, which will be displayed on the apps.