اونيۏرسيتي تيکنولوڬي مارا

UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

SMART MEASURING CUP

Faculty	:	**FACULTY OF APPLIED SCIENCE**
Program	:	**BACHELOR OF SCIENCE (HONS) FOOD SCIENCE & TECHNOLOGY**
Program Code	:	**AS246**
Course	:	**TECHNOLOGY ENTREPRENEURSHIP**
Course Code	:	**ENT600**
Semester	:	**4**
Group Name	:	**AS2464B**
Group Members	:	**A'QILAH ARIFAH BINTI FAISAL (2016359441)**
		NUR INSYIRAH BINTI MOHAMMAD (2016595915)
		WARDAH ZAHIRAH BINTI ABD RASID (2016718621)

Submitted to

PUAN HAJJAH ZANARIAH BINTI ZAINAL ABIDIN

Submission Date

20 NOVEMBER 2017

FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA, MALAYSIA

GROUP WORK: NEW PRODUCT DEVELOPMENT RUBRICS

Course Name: Technology Entrepreneurship	Student's Name: ¹) A'QILAH A'RIFAH ₂) NUR INSYIRAH ₃) WARDAH ZAHIRAH	Lecturer's Name: PUAN HAJJAH ZANARIAH BINTI ZAINAL ABIDIN
Course Code: ENT600	Student's ID: ¹) 2016359441 ₂) 2016595715 ₃) 2016718621	Group: ENT 600 (AJ24648)

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	C	P	A	Weighted Marks Obtained (%)
Preliminary Materials: • Cover & title page • Executive summary • Table of contents	5	**1 mark** Poor understanding of the preliminary materials.	**2 marks** Moderate understanding of the preliminary materials	**3 marks** Satisfactory understanding of the preliminary materials.	**4 marks** Good understanding of the preliminary materials.	**5 marks** Excellent understanding of the preliminary materials.			A3	
Introduction • Problem statement/Issues • Objectives of report • Scope • Methodology • Limitations	10	**0 - 2 marks** Poor for introduction	**3 - 4 marks** Moderate for introduction	**5 - 6 marks** Satisfactory for introduction	**7 - 8 marks** Good for introduction	**9 - 10 marks** Excellent for introduction			A3	
NPD Process: Research & Development	20	**0 - 4 marks** Poor in illustrating the R&D process	**5 - 8 marks** Moderate in illustrating the R&D process	**9 - 12 marks** Satisfactory in illustrating the R&D process	**13 - 16 marks** Good in in illustrating the R&D process	**17 - 20 marks** Excellent in illustrating the R&D process			A3	
NPD Process: Product /Service Design	20	**0 - 4 marks** Poor in product/service design	**5 - 8 marks** Moderate in product/service design	**9 - 12 marks** Satisfactory in product/service design	**13 - 16 marks** Good in product/service design	**17 - 20 marks** Excellent in product/service design			A3	
NPD Process: Concept Testing	20	**0 - 4 marks** Poor in illustrating the Concept Testing	**5 - 8 marks** Moderate in illustrating the Concept Testing	**9 - 12 marks** Satisfactory in illustrating the Concept Testing	**13 - 16 marks** Good in illustrating the Concept Testing	**17 - 20 marks** Excellent in illustrating the Concept Testing			A3	
NPD Process: Build Prototype (2D/3D)	10	**0 - 2 marks** Poor prototyping	**3 - 4 marks** Moderate prototyping	**5 - 6 marks** Satisfactory prototyping	**7 - 8 marks** Good prototyping	**9 - 10 marks** Excellent prototyping			A3	

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	C	P	A	Weighted Marks Obtained (%)
NPD Process: Test Marketing	5	**1 mark** Poor in Test Marketing	**2 marks** Moderate in Test Marketing	**3 marks** Satisfactory in Test Marketing	**4 marks** Good in Test Marketing	**5 marks** Excellent in Test Marketing			A3	
Writing Style, Spelling & Grammar	5	**1 mark** The writing lacks sentence variety and few grammatical errors	**2 marks** Sentences were somewhat varied, and some were inappropriate with minimal grammatical errors	**3 marks** Sentences were correctly constructed	**4 marks** Sentences were correctly constructed and well-articulated	**5 marks** Sentences were well written and expressed			A3	
Teamwork (Group Work)	5	**1 mark** Never contribute ideas and perform tasks	**2 marks** Rarely contribute ideas and perform tasks	**3 marks** Occasionally contribute ideas and perform tasks	**4 marks** Usually contribute ideas, perform tasks, tolerant and fair decision	**5 marks** Routinely contribute constructive ideas, perform all tasks, high tolerance and outstanding decision			A3	
Total:	**100**									**/100**

TABLE OF CONTENTS

Contents	Page Number

1.0 EXECUTIVE SUMMARY

Smart measuring cup is a baking tool that is improvised based on existing product. The improvisation is done by adding the ability to measure and weight at the same time, detecting and auto-removed the excess ingredients. The idea is generated by reading and personal experience. Three ideas were generated and after the screening, this idea is chosen. The acceptability by the consumer to the product is surveyed among women and housewives in Seksyen 2, Shah Alam. Once the product is ready, it will be marketed in Shah Alam due to high population of consumer in this area.

2.0 INTRODUCTION

- **Problem statement:**

According to Gisslen, 2009, weighing and measuring is very important in the process of producing a bakery product as each ingredients added will affect the structure or texture of the final product. Therefore, a new product is developed to have both functions of weighing and measuring the ingredients at the same time.

- **Methodology:**

This problem is discovered through reading and personal experience.

- **Limitation:**

1. This product is limited for only small scale of measurement. It is not suitable for industrial use in producing a bulk size products.

2. The auto remove function of this product is limited to only powdery and liquid substances. A solid substances such as margarine, butter and chocolate chips are not applicable by this function.