



**ProBiotea Biscuits - A Probiotic Delight for All Ages**

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## 1.0 EXECUTIVE SUMMARY

The report's objective is to enlighten prospective buyers about our products and offer details. We need to determine the issues individuals are having before we can design a prototype for our product. Following that, we brainstormed the idea by surveying respondents of various ages. We can build the prototype based on the survey results and consumer demand, as well as market research. We identified several issues during our brainstorming session.

Firstly, due to their hectic schedules, people frequently skip meals. People nowadays are overburdened with work, family functions, and other obligations. They get sick because they don't have enough time to take care of themselves and eat healthy meals. ProBiotea Biscuits represent an innovative and health-conscious addition to the snack market, combining the delightful experience of biscuit consumption with the numerous benefits of probiotics. Designed to cater to all age groups, our new product development focuses on providing a tasty and convenient way for consumers to incorporate probiotics into their daily diet.

The global demand for functional foods, especially those promoting gut health, has witnessed a significant surge. ProBiotea Biscuits aims to tap into this growing market by offering a convenient and palatable solution for individuals seeking a tasty snack that also supports their digestive well-being. With an increasing awareness of the importance of gut health across demographics, our product addresses a broad and expanding consumer base.

We also conduct a market survey. This marketability survey aimed to assess the potential success of our new product development – a probiotic biscuit designed for all age groups. A full set of fifteen inquiries using several formats (listing, category, and open-ended) were disseminated through Google Forms. The survey was structured into three sections: respondent background, opinions on the probiotic biscuits, and interest in new product development aspects including packaging, characteristics, and cost. The demographic insight is that 99 respondents participated, with 73.7% females and 23.2% males. The majority of respondents (73.7%) were in the 18 to 24 age range.

The survey results affirm the promising marketability of the ProBiotea Biscuits, especially among the target age group. Strategic considerations in packaging, characteristics, and pricing will contribute to a successful product launch. Further refining the product based on respondent feedback positions us well for a competitive market entry.

## 2.0 INTRODUCTION

Have you ever heard about probiotics? Some may know and some may not know at all. Live microorganisms, such as yeast and bacteria, are known as probiotics and are good for human health. Only small amounts of people acknowledge this beneficial bacteria. Usually, this probiotic bacteria is found in fermented dairy products such as yogurt and milk drinks. Fermented foods like tempeh, kimchi, and pickled vegetables also contain some lactic acid bacteria. These products, food, and drinks are not all suitable for all ages. Also, need to put the fermented products in the refrigerator for long-term use or else they will be moldy.

After going through some research, we finally came up with an idea to make a biscuit that contains probiotics and named it ProBiotea biscuits. These products are dedicatedly made for all ages such as children, young adults, adults, and seniors who all have some digestive problems that may lead to constipation, diarrhea, and obesity. Furthermore, this product is also suitable for people who have eczema or are allergic to biscuits. A lot of benefits that people can get from this ProBioTea biscuit for their health.

Benefits of ProBioTea biscuits:

- 1) Probiotic Enrichment: ProBiotea Biscuits are infused with a carefully selected blend of probiotic strains known for their health-promoting properties. These probiotics contribute to a balanced gut microbiome, supporting digestion and overall well-being.
- 2) All-Age Appeal: Recognizing the diverse preferences and nutritional needs across age groups, our biscuits are formulated to cater to both children and adults. The delicious taste ensures universal appeal, making it an ideal snack for families and individuals of all ages.
- 3) Convenience and Portability: ProBiotea Biscuits are packaged for on-the-go consumption, providing a hassle-free option for individuals with busy lifestyles. The convenient packaging makes it easy for consumers to incorporate a healthy snack into their daily routine.
- 4) Nutrient-Rich Ingredients: We prioritize quality ingredients to ensure a wholesome product. Our biscuits are made with whole grains, natural sweeteners, and other nutrient-rich components, delivering not only the benefits of probiotics but also essential nutrients

### 3.0 NEW PRODUCT DEVELOPMENT

#### 3.1 Definition

The process of developing and introducing new products, known as the New Product Development (NPD) process, involves various activities within businesses. The visual representation below outlines the four key stages of new product development: research and development, product design, concept testing, and prototype construction. This sequence of activities is akin to a series of stages dedicated to collecting and assessing information. By following this systematic gathering and evaluation process, businesses can make more informed decisions about new products, reducing risks and optimizing resource allocation by avoiding investments in unsuccessful products.

#### 3.2 Classification of NPD

The following steps are involved in the development of a new product development (NPD).

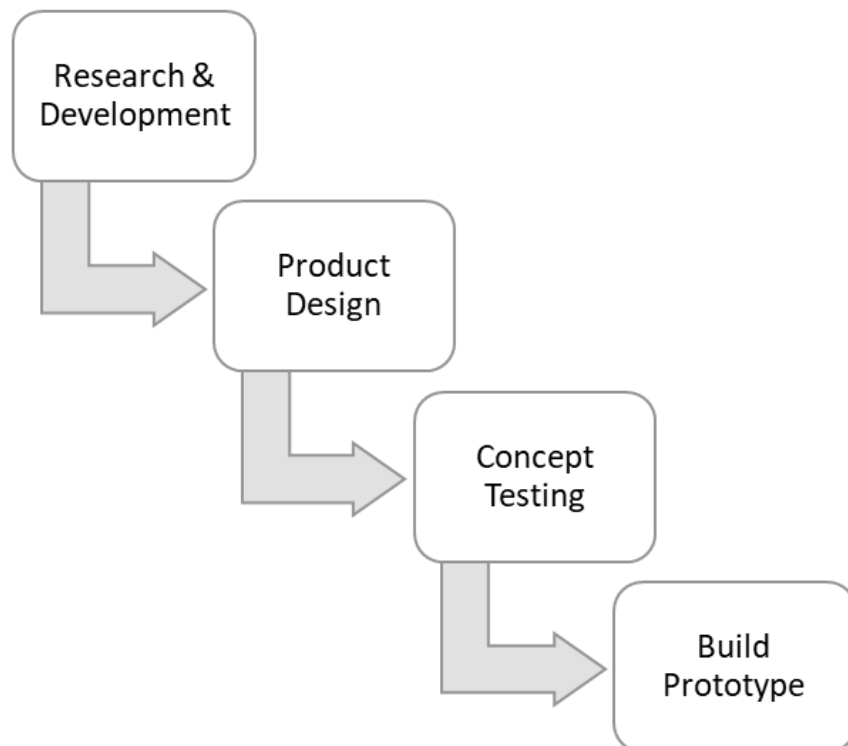


Figure 3.2: The Stages of New Product Development (NPD)