

## TECHNOLOGY BLUEPRINT: MEC CRUNCHEZZ

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## EXECUTIVE SUMMARY

New product development (NPD) can be defined as an invention or innovation of new items of products that is beneficial holistically, which means not just focus individualistic, but also provide benefits for all peoples. The purpose of this invention or renovation is to fulfill the requirement of all the peoples and the market in order to make their task a lot easier. The purpose of written the new development products report is to ensure that the causes or the major barrier that facing by the user or producer of any product. Therefore, by doing this report, we can identify and analyses the main problem to get a rough sketch of the new product that going to be develop in future in order to help them. Later, we can identify and to plan the process to undergo the new product and decide whether it is suitable and practically for the user to handle this product.

Besides that, to ensure the product, we use the SWOT analysis which is Strength, Weaknesses, Opportunities, and Threat of the demand from peoples, especially the consumers' demands. Then, we try to figure out and recommending some of our ideas verbally to most consumers and we decided on majorities decision. So, we come out with new product that emphasize for most users and not just based on certain categories of consumers. Therefore, our new product is available mostly for majorities' consumers. Last but not least, we wrap up this report with a conclusion for this new product of development.

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## 2.0 PRODUCT DESCRIPTION

As in the justification of creating this product, Mec Cruncheez is products that will benefits students especially for university students at UiTM Shah Alam. Our product is improvised from mac and cheese meal turns into snack meal for university students. University students can buy Mec Cruncheez as snack or late night munchies while they do their assignments. Mec Cruncheez snack have a lot of benefits it's made of yummy cheese powder and crunchy fried macaroni.

We do follow up the market trends in term of customer needed, shape, figure, and features. This is because this product was developed based on the demand of the respondent in the interview that was carried out among UiTM students at Campus Shah Alam especially for college students UiTM. The Mec Cruncheez product focuses on the main needed that is help customer to reduce hunger and to cope students stress while doing assignments. Customers can eat the snack during raining day and hot weather because the taste of Mec Cruncheez cannot be resist. The Mec Cruncheez has two flavours that are original and spicy. Customers can buy this product through our agent or direct to our company. The Mec Cruncheez can easily eat direct from container. It's light and compact so it can be easily carried just like a compact bag. It's perfect for travelling, outdoor snacking time, keep in your car, or in an emergency snack kit.

Compared to other existed product, our product is the first product that producing this kind of trend which turn a meal into a snack. Our product is snack that consist two different flavours which is original cheese flavour and spicy cheese flavour, easy to carry container, portable and cheap for price. Other than that, our product also is a student target's snack because it is convenience to eat.

## 2.1 Product features

	
	<div style="border: 1px solid black; padding: 2px; display: inline-block;">Seal container</div>
	<div style="border: 1px solid black; padding: 2px; display: inline-block;">Original cheese flavour &amp; spicy cheese flavour</div>
<b>Long lasting feature</b>	The container is design with firm seal to make sure the air is not inlet into the container. The macaroni will stay crunch.
<b>Easy to carry feature</b>	The container itself is portable, lighter and easy to handle.
<b>Flavour</b>	Various flavour for macaroni will attract more customer to buy Mec Cruncheez. Mec Cruncheez flavours are original and spicy.