



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
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MARA



TECHNOLOGY VENTURE BLUEPRINT

HNS Trigona™

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1.0 EXECUTIVE SUMMARY

At this stage, a detailed study on our new improved product development which is the Honey Collection Holder (HCH) is already done. It is necessary in order to get detailed information about the product, studies on the product features, its weaknesses and strengthness, and analysis of suitable target market to ensure stability once the product is commercialize. The detail analysis on our product can be divided into product description, technological description where the technology concept behind a product was explained, market strategy, management team, and the estimated cost for the product. In product description, the detail explanation of how the idea is being generated and market survey is conducted. The technology description is the technology concept behind a product. Next, the detail study on marketing strategy for our product is analysed according to the customers, competitions and strategies. An analysis of the management team in the company was completed along with the estimated cost. For the analysis of the product design, an early sketch of our product design was carried out by developing ideas based on combination of existing product in the market. The sketch was introduced to the target market and feedbacks obtained were analysed and improvised. Finally, the creation of two dimension (2D) or three dimension (3D) prototype is to give a visual of the product that will be commercialised in the market. Followed by test marketing which is the final stage of new product development.

2.0 PRODUCT DESCRIPTION

The product, Honey Collection Holder (HCH) was produce due to the problem faced by HNS Trigona®, a company which produce products based on trigona bee's honey. During the bottling process, workers have to manually tilt the bottle in order for the honey to flow smoothly from the sedimentation tank and into the bottle. If the bottle is not tilted, honey will flow directly towards the bottom of the bottle and the impact of honey with the glass will produce bubbles. Not only bubbles give a poor finishing touch during packaging, it also contributes to shorter shelf-life of the honey as bubbles promote fermentation by microbes in the honey. Thus, HCH is build in order to address this problem by providing an extension of the existing machine. The design for HCH was based on the combination of a bottle holder and a handphone selfie stick.

HCH consist mainly of four main components, namely; extension body, hinge, adjustable base and adjustable holder. The functions of each components are as follows:

i) **Extension body**

The extension body is the main part of HCH which will be attached with the bottle holder. It connects the bottle holder with the sedimentation tank as it will be welded on the bottom part of the existing machine. The material of the extension body is a stainless-steel metal, the same material that was used to build the sedimentation tank. By using this material, the product will not rust easily thus having a greater durability and provide safety towards workers who uses it.

ii) **Hinge**

The hinge on the extension body is to enable HCH to be bent thus tilting the bottle when collecting the honey. With the hinge being incorporated at the extension body, a wide range of angle of bending HCH can be achieved according to the size of the bottle.

iii) **Adjustable holder**

The adjustable holder will hold the bottle in place. The holder is adjustable due to the usage of a spring mechanism enclosed with a rubber tubing. Rubber tubing was used so that it gives confort to the worker who works with it as it will not harm them with accidental injuries or other possible hazardous incident. It can accommodate to hold from the smallest to the biggest bottle that will be used to collect the honey.

iv) Adjustable base

The base of HCH can be adjusted according to the bottle that is being used to collect the honey. The furthest it can be extended is to accommodate tall bottle with long necks. While the initial length of the base is to accommodate short bottle with short necks. This is also to ensure that the mouth of the bottle will not collide with the wall of the extension body when HCH is tilted.

In the very beginning, HCH was only build to addresses the problem faced by HNS Trigona®. So, to test the efficiency of this product, once R&D regarding the design, material and functionality of the product were conducted, the first prototype of the product will be given to the company for testing. The planning for product testing are as follows:

