



اَوْنَبُورَسِيَّتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
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VERSATILES KITCHEN CABINET

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EXECUTIVE SUMMARY

This report is about the new product of SH Kitchen Cabinet. These days, most single-person households or married couples without children tend to buy or rent a small spaced house such as apartment or studio house. Small spaced house usually will have a limited space for the kitchen part. This kind of households will need a kitchen cabinet that is suitable with them. The objectives of this report are to come out with a prototype of the new product before we commercialize the new product. There are two type of data, first is primary data which is used in this report by using questionnaires and second is secondary data.

In new development process, we have five (5) process which are research and development, product design and features, concept testing, build prototype either in 2D or 3D and lastly is test marketing. The idea for this new product is from the previous case stud and then we do idea screening by narrowed down ideas and pick the best to bring forward. Next, design the product and its features. Then, questionnaires regarding the new product are distributed to respondents so that they can give feedback about the new product. Lastly, the prototype is showed or exposed during fare exhibition, business conference or sales waves market test in order to assess the market's reaction. After done the test marketing, it will decide either the product can be launch or commercialize to the world.

To sum up, based on the results, most of the respondents like the new product which is the versatile kitchen cabinet.

1.0 INTRODUCTION

1.1 Background of The Company

The name of the company is SH Kitchen Cabinet. The SH is stand for the owner family's name acronym. The mission of the company is to build the best and convenience kitchen cabinet for our customer who need it. The vision of the company is to become a great creator, builder and seller that create, build and sell great kitchen cabinets that can makes everyday life become better and easy. The objective of the company is to provide the best quality product and value that can help our customer to do their work in the kitchen with ease.

Kitchen cabinets are the built-in furniture that was installed in many kitchens for storage of cooking equipment, food, silverware and dishes. Appliances such as refrigerators also often integrated into kitchen cabinetry. SH Kitchen Cabinet is in manufacturing industry.

Organizational Chart:

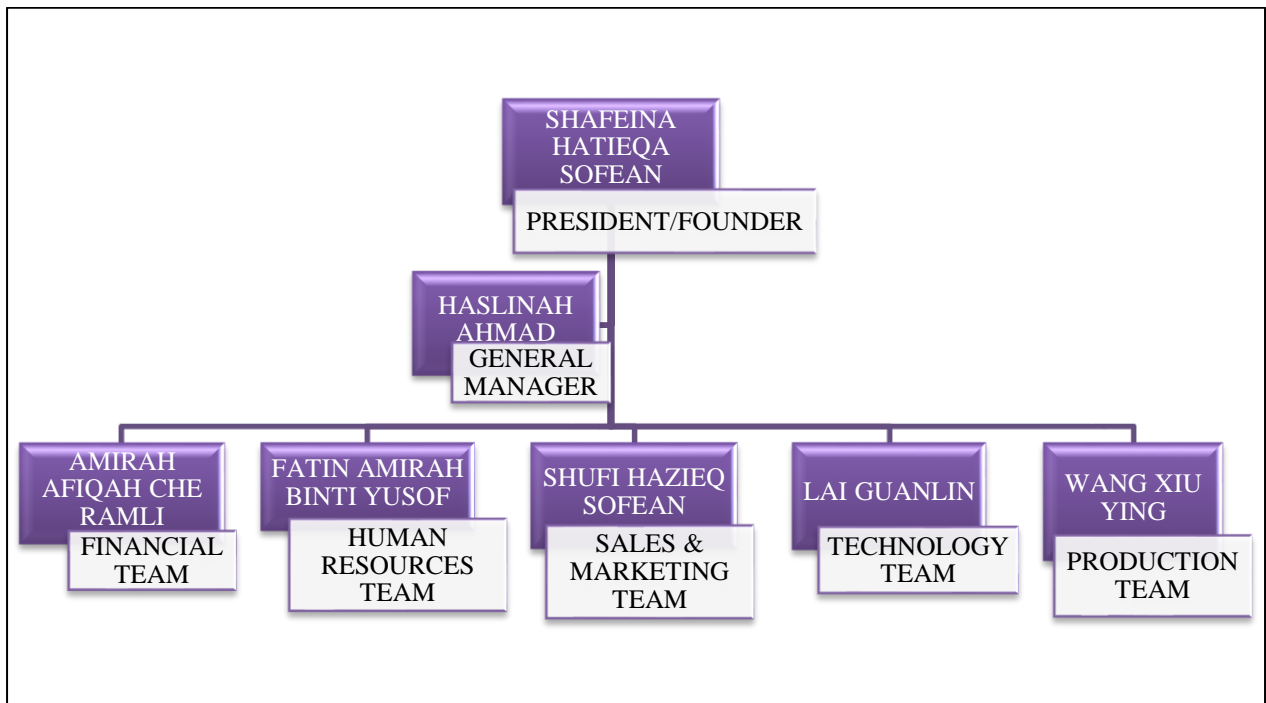


Figure 1.1 Organizational Chart of SH Kitchen Cabinet

2.3.2 Product Design & Features

This new kitchen cabinet includes the space for refrigerator, a foldable counter and for stoves. The new kitchen cabinet is moveable because there are wheels with stopper under the cabinet that can makes it easy for the user to move the cabinet. At the door we use electronic system, when the user opens the door, the light will automatically light up because it has sensor that can sense that the door is open so the light will turn on. At the kitchen counter we will be using folding system by putting magnet that can ease the open and close movement of the counter.

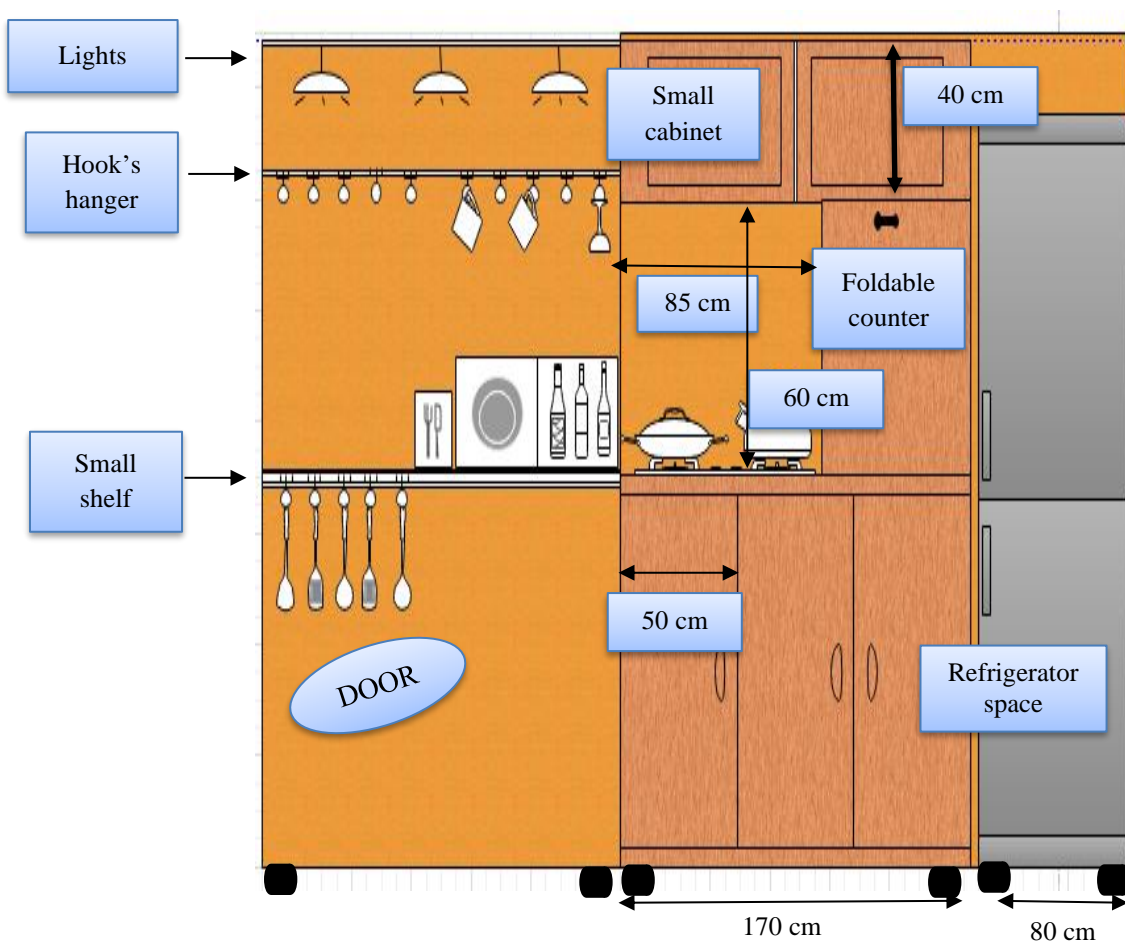


Figure 2.2 Design of Versatile Kitchen Cabinet