



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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TECHNOLOGY VENTURE BLUEPRINT :

RITHRA FOOD WASTE RECYCLER



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1.0 EXECUTIVE SUMMARY

Rithra Industries come out with an idea to produce a product that can solve food waste problem. Rithra food waste recycler is product that is modified from the existing food waste bin that is available in the current market. The idea of inventing this product came from the problem that always occurred worldwide. The objectives of this new product development are to invent new product that able to help customers handle their household food waste and also to turn food waste into organic/ready-to-use fertilizer just in 24 hours. This product follows new product development processes which is research and development, product design, concept testing, build prototype, test marketing and commercialization.

For Rithra Industries Sdn. Bhd, there are 7 different group of target market. The first one is home gardener. Mostly, people will plant something when their house have some extra space or land on their house. The second target market group is middle-income customers. People or person who earn RM 4000 until RM 8000 are considered as middle-income person. Next, high-income customers are also will be the target market for Rithra Industries. High-income people are referring to people or person who has a salary of RM 8000 and above. Restaurants and hotel also involve as target market because both places produce a lot of food waste. Thus, both places need a machine that can handle their food waste. Apart from that, companies and universities also produce lot of food waste which is in their canteen. Lastly, target market for Rithra Industries is customers who has a food waste management problem.

The competitive advantages that Rithra Industries have is this Rithra food waste recycler has many special features that can attract customer's interest. The first one is it has a user-friendly machine with mini screen and buttons. Secondly, this machine also has air filter that can filter air out, there will be no stinky smell produced. Uniquely, Rithra food waste recycler machine has wheels that enables customers to move it around. Lastly, this machine provides a convenient end-product tray slides easily in and out provides ease to customers for collecting fertilizer and washing purposes.

Rithra Industries has an opportunity to gain the profitability of the company. When Rithra Industries introduce the new product innovation using both online platform and offline platform, this product can increase the company profitability due to its special features characteristics.

Rithra Industries have their own company organization and management team in order to ensure production run smoothly without any problem, to raise the product into market and also make the product become well known in entire Malaysia.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Details of product

Rithra Food Waste Recycler produced to ease customers life. This food waste recycler is far beyond the normal food recycler that are currently available in market. The highlight of Rithra Food Waste Recycler is this food waste recycler has lot of features that other products does not has. The main feature of this food waste recycler is it can grind food waste and mixing the food waste with Rithra catalyzer/additive on the same time.

Apart from that, this product has heating panel which will heat the food waste and make it become dry and fine, which avoid pungent smell and prevent smell pollution. Rithra Food Waste Recycler does not produce high volume of sound which cause of sound pollution. When customers buy this machine, customers just need to throw away their food waste into the machine with Rithra catalyzer and let the machine do its job because its fully automated.

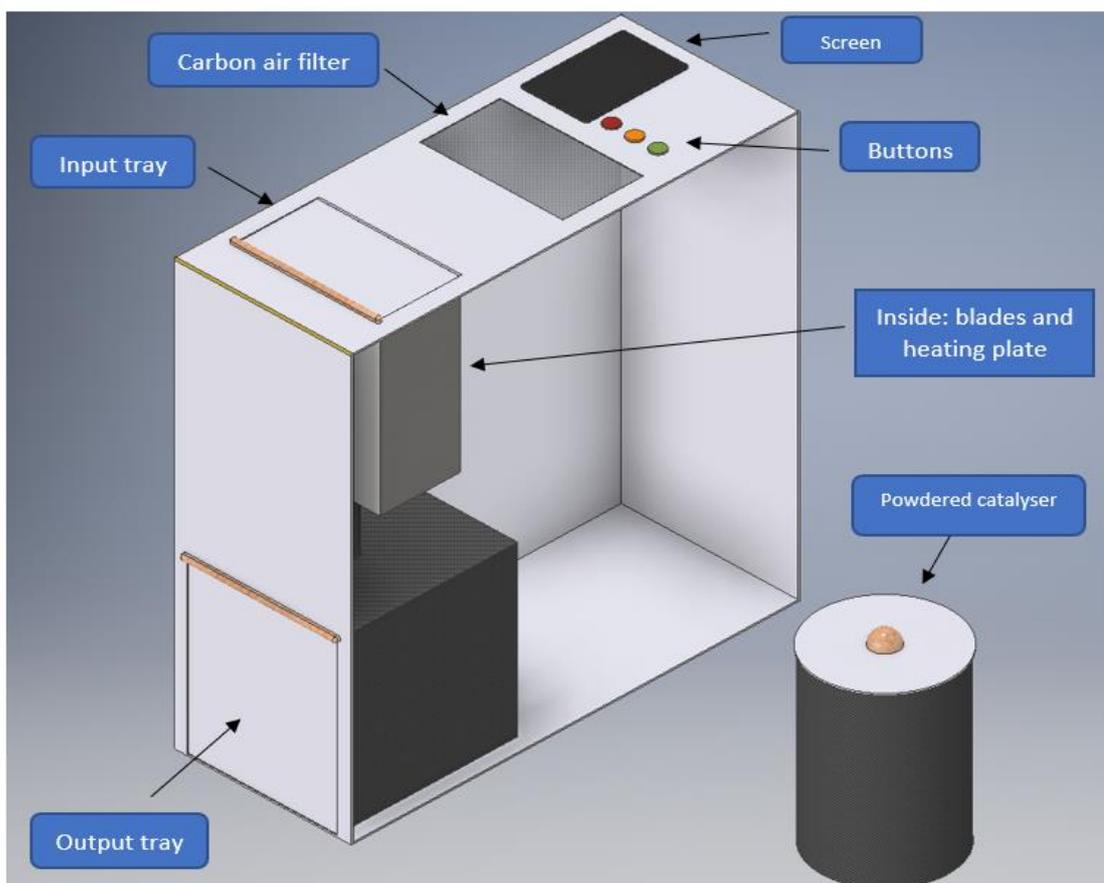


Figure 3.1 Full view of the product

2.2 Application of product

Rithra Food Waste Recycler is user-friendly. Customers can turn their food waste such into organic fertilizer just in short of time. After customers put their food waste and catalyzer/additive into the machine, customers just need to close the input lid and press a button to start process the food waste. If the input lid were not closed, the machine will not run on the process for safety purpose. This machine will be automatically turned off when the input lid is open. Rithra Food Waste Recycler comes with air filter made from carbon which helps to reduce the temperature of air and pungent smell coming out from it.

When customers want to buy a product, most important is the quality of product. In order to fulfil those criteria, Rithra Food Waste Recycler are made from aluminum which is lightweight and strong on the same time. Some compartments are made from high grade plastic so this machine will long lasting and can run perfectly for a long time.

2.3 Unique features of the product

Rithra Food Waste Recycler has many unique features that customers can obtain. The first special feature is this machine comes with mini screen and buttons. With mini screen and buttons, this will make this machine user-friendly. A lot of other products on market right now does not have a screen, which customers may find a difficulty to know about timing or functions type on the machine. Apart from just a screen, this machine has a timer which can inform customers how much times to process the food waste.

Second unique features that this machine has powdered catalyzer/additive included that can fastened the process to produce fertilizer. It is made from baking soda, natural-based resource, microorganism and decompose agent. All naturals ingredients were used to make the catalyzer is excellent to avoid soil and air pollution. Many products out there used chemical substances which may can damage the soil nutrient.

Third unique feature of this machine is it has air filter that can filter air out, there will be no stinky smell produced when operating this machine. This air filter is made from carbon which is well known to filter air and filter pungent smell from flow out. This machine also has wheels that enables customers to move it around. Lastly, Rithra Food Waste Recycler has a convenient end-product tray that slides easily in and out provides ease to customers for collecting fertilizer and washing purposes. All the uniqueness on this product to make it user-friendly and handy for customers.