



TECHNOLOGY BLUEPRINT HEAT&EAT LUNCH BOX

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1.0 EXECUTIVE SUMMARY

At this stage, a detail study about Heat&Eat Lunch Box for our new product development was done. It is necessary in order to get detailed information about the product, non-verbal interview and research on the innovation product based and its features, quality, and conveniences. Furthermore, the theory of the new product development was related to our product concept. The details of our product were divided into research and development, product design, features, concept testing, build prototype and test marketing. The target market are lunch box users and essential workers during Control Movement Order (CMO) and Conditional Control Movement Order (CMCO). Heat&Eat Lunch Box uses Positive Temperature Coefficient (PTC) heating technology with LCD touchscreen and touch buttons function. The main unique feature of this lunch box is its 2 in 1 plug which requires 12V and 110V. Profit margin is one of the most important aspects of a business to example when entering into a business venture and throughout the business operation. Calculating profitability is an accurate way to determine the success of our business. Profits from the product sales will be used to pay the loan. The profits gained are estimated to be higher than the cost of operation and loan payment in order to avoid loss. Management team is set up based on individual skills, capabilities and knowledge related to the product and business. Each member will be assign with specific task to ensure the business will runs smoothly.