

NEW PRODUCT DEVELOPMENT



UNIVERSITI
TEKNOLOGI
MARA

Amaze Co.



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NPD: 'PORTABLE TOASTER KNIFE'

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1.0 EXECUTIVE SUMMARY

Amaze Co. Company is a new company that produce a new technology for the existing product. The first product that be produce by Amaze Co. Company is Portable Knife Toaster. The Portable Knife Toaster is used to cut the bread and toast the bread right after that at a suitable temperature. The main problem that is faced by the entrepreneurs out there is the bread take time to toast. Therefore, the product is suitable to those that served toast bread in their menu and to housewife that need to toast bread at home. As a solution, this product will help make the toast bread easier as it also can be used to melt the butter on the bread. Besides that, this product also very light and washable. It comes in a small size that make it easier to those who want to take it to travel.

Same as other companies, it is not easy to invest for a new product. There are many steps involved in order to make sure that Portable Knife Toaster fulfill all criteria needed. At the beginning, we did a survey to collect some information from those who served toast breads in their menu in Kota Bharu, Kelantan. We met and communicated to the entrepreneurs using the storyboard that explain briefly about our product. Then, we distributed questionnaire to get the feedback on our new product. Lastly, we analyze the result from the questionnaire in order to identify the perception of the respondent towards our new product. The result obtain shows a positive feedback from the respondent. After going some discussion among the workers, we then come with the final design and features of our product.

In conclusion, the Portable Knife Toaster helps to make the work of toasting the bread easier. It will help the entrepreneurs to overcome burnt toast bread and at the same time will reduce the time taken to toast the bread. Since it is a new product, and nobody have invented it before, it will grab an opportunity to create a market. Therefore, there will be a high demand from the customers to use it so, it can stay in the market for a long period of time.