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TECHNOLOGY ENTREPRENEURSHIP (ENT600): NEW PRODUCT DEVELOPMENT

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EXECUTIVE SUMMARY

It is known that people tend to buy a lot of foods and drinks when they go to the night market, by the beach, near the stadium or any places that have the same vibes like the places mentioned. The problems arise when there are so many plastic bags of food and cups of drinks to hold by them. This is not only bring a hard time to the people, but also will ruin their mood when they are about to enjoy their time since they are uncomfortable with the situation. Besides, the usage of plastic bags and cups are really bad for the environment. Thus, this study was conducted to develop a product that will ease customers to hold their foods and drinks as well as saving our environment by developing a biodegradable products. It also discovers how many potential consumers are interested in the product. Also, this paper will highlight the design of the product and reasoning behind the parameters chosen.

INTRODUCTION

2.1 Problem Statement

Nowadays, we can see that most of the people do some business related to food and beverages. They will sell at any places that attract the customers the most especially at the night market, recreational places, near the stadium or by the beach. There are many types of food and beverages that has been sold by those sellers. Sometimes, sellers will sell food and beverages that are in line with the latest trends. This causes customers wants to try and buy something new, at the same time increasing the sales of the sellers themselves.

However, we noticed that the way they packaging the food and beverages are not totally providing convenience to the customers. For instance, if a customer wants to buy food and beverage at the same time, he /she will hold it with both hands. Moreover, we can see that there is only cup holder in the car or cinemas. This will make people difficult to put their food and have to hold the food along the way.

Furthermore, food and beverage packaging used by the most sellers will lead to excessive use of plastic. Besides being bad for the environment, we can see that the amount of plastic in the ocean continues to grow due to plastic waste and it affect wildlife and humans alike. It is high time we must realize the harmful effects of plastic pollution and contribute our bit towards bringing it down.

2.2 Methodology: Data Collection

All information was collected through several methods which are:

1. Observation

The observation was performed through the problems faced by one of the group members who always watch football matches at the stadium. She found that when buying food and drinks it was difficult to hold in a crowded place like a stadium. Besides, it also difficult to drinks and eats the food at the same time when watching the game because she needs to hold the cups and plate with both hands. Usually, when she wants to eat she has to put down her drinks on the floor since there is no cup holder at the stadium chairs. Plus, the floor is dirty and it is not safe for the food being put on the floor and there is a higher chance for the drinks to spill.

2. Survey or Questionnaire

Several online surveys or questionnaires were conducted to identify the number of consumers that face the same problem, and the probability of the proposed product to be accepted by the market.

3. Research

Research and study has been done on existing conventional cups and foods wrap such as plate. Based on the problem statement, it is identified that the combination of paper cups and plate that make it easy to carry may be the solution.