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REMPEYEK FLOWER LADLE

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1.0 EXECUTIVE SUMMARY

1.1 Description of the business and product concepts

KASH RAMBOOW Bhd is a new company producing a new technology for the existing product. The product that will be invented by the company is Rempeyek Flower Ladle. It is used to fry rempeyek but in a modern way. There is a slight difference in frying the rempeyek between the traditional way and the modern way. In the traditional way, the cooker needs to hold the ladle to fry the rempeyek and this burdens the cooker. The modern way still implements the use of the traditional way, but it upgrades a little bit. It can ease the whole process of making the rempeyek.

Using the traditional way, the process of making the rempeyek is quite time consuming. This is because the number of rempeyek that can be cooked per time is only two. Meanwhile, the modern way enables the number of rempeyek cooked per time to be increased to five rempeyek. Next, the inconvenient arise from frying the rempeyek using the traditional way. This is because they need to hold the ladle to put the mould before it can be put in the heated oil. This will cause the cooker to feel uncomfortable while frying the rempeyek because they are near to the heat. The Rempeyek Flower Ladle will be useful to the rempeyek entrepreneurs as it can settle both of the problems. The quantity of rempeyek produced can be increased and the process of frying the rempeyek can also be fastened. The employee's skills can also be empowered since the company makes use of the machine in their daily production process. Plus, the product is also flexible and easy to use since it is adjustable in height and width.

1.2 Target market and projection

The Rempeyek Flower Lade can be marketable for personal use or in business since this product is suitable for elders and businessmen that need to make a small or large quantity of rempeyek. As for the elders, especially women or households, they need to use it because it can save their time and energy. The safety of this product is important because it involves heat. Next, for the businessmen, they may need to produce many rempeyek in