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# ***HONEY SUCTION PUMP***

**TECHNOLOGY ENTREPRENEURSHIP (ENT600)**

**NEW PRODUCT DEVELOPMENT**

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## **1.0 EXECUTIVE SUMMARY**

Honey suction pump will support the user with a honey suction system that is inexpensive and simple to use. The overall marketing plan would include the company's unique marketing philosophy and strategy. Our target market will be focused on the residence in Kota Bharu, Kelantan, as our business was nearby and because of this covid19 situations, we need to reduced circle from taking a target for sure that our community member will safe. As a result, for initial intense sales, our organisation has set the target for the kinds of customer segments that our product will provide. Our target client is for honey breeders who work nearby in the Kota Bharu district. Next, our aim is to supply the hardware store to us. At the end of the day, our goal is residence that likes or attracts to buy our stuff. The goods are designed to save time and ease the user, and the price is fair and inexpensive. Plus, we're helping with some imagination to draw people. So, FISA Sdn. Bhd. was introduced to the consumers which are the Honey suction Pump with rechargeable use. It has a new model of our company to be presented to customers, the Honey Suction Pump. Our business is targeting the supply of stingless bee honey, as the honey is now well known and popular among the honey breeders. Honey Suction Pump is an easy-to-use pump that lets users save time and make it easy to suck an infant plus they can charge after use and reuse again for the other suction. As time progresses, the cost of any single item is increasingly rising. There are few baby breeders nowadays who cannot afford a stingless bee system, so it might help them afford it.

## **2.0 INTRODUCTION**

### **2.1 PROBLEM STATEMENT**

The Stingless bee is a small bee of the Trigona and Meliponine type, also known in Malaysia as the Kelulut bee. It has a form of honey consisting of a high therapeutic value relative to other bee species. However, the effects of stingless bee honey have been discarded in mainstream medicine due to insufficient evidence sufficient to justify the use of stingless bee honey in medical claims. While honey bees are well known, stingless bees are unknown to most people in Malaysia. This is because, relative to stingless bee honey, most studies concentrate on Tualang and Manuka honey due to low honey demand. Honey from stingless bees is more useful and has been used to cure different diseases for a long time.

Stingless honey bee breeders face different issues with respect to the honey selection process. The traditional way of harvesting honey is to use the Stingless Bee Honey Pump. Not only is it time consuming, but it is also poor in honey quality. In addition, depending on the type, the Stingless Bee Honey Pump is too costly and does not filter the honey automatically. Using the Stingless Bee Honey Pump, customers must first extract the honey and manually process the honey until it is placed into a container. At this point the proposal from all participants comes in, we come up with an idea that is the honey suction pump that can be rechargeable after a few discussions. This form of honey suction pump with rechargeable allows the honey to be collected in a suitable manner.