



SLASH CUTTER

TECHNOLOGY ENTREPRENEURSHIP (ENT600): NEW PRODUCT DEVELOPMENT

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CHAPTER 1: EXECUTIVE SUMMARY

This study has been done to give an idea on how to apply technology solution in real life problem based on what students learned in their syllabus of technology entrepreneurship. To complete this task, we were given an opportunity to interview 'Pusat Memproses Kuih Asli Kampung Judan', a company founded by Hajah Jamayah Binti Uran. Pusat Memproses Kuih Asli is one of the food processing industry located in Mukah, Sarawak.

Food and beverages industry have been contributing a lot for country's manufacturing output. Food is essential for daily need. Interview session has been held with a small company of food processing which is 'Pusat Memproses Kuih Asli Kampung Judan'. The owner shares about one of the main problems of the company which is insufficient time and energy to complete the order from their customers. Most of the workers had to work overtime to make sure all the orders for that day are completed. Therefore, this study is conducted to develop a new product for the company and help the workers and make their work become easier and time efficient.

This product is called 'Slash Cutter'. We would like to see and discover how many potential consumers are interested in the product and whether the product will gain attention in the market.