



EASY-PEASY BOX

Faculty : Faculty of Computer and Mathematical Sciences

Program : Bachelor of Science (Hons) Statistics

Program Code : CS241

Course : Technology Entrepreneurship

Course Code : ENT600

Semester : 6E

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Submission Date

07 JANUARY 2021

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EXECUTIVE SUMMARY

This study has been done to give an idea on how to apply technology solutions in real life based on what students learned about technology entrepreneurship. Nowadays, many people are bringing their homemade food to school or office. This is to make sure the food is healthy and clean. But the people like to use a disposable food container or use many items of container to store their food. Disposable food containers are very harmful to our environment and use many items of containers is very difficult to bring and handle. People also complain their food is not warm anymore when they want to eat during lunch.

Therefore, in the New Product Development (NPD) study, we came up with an Easy-Peasy Box solution to this problem. This product is created with a combination of a lunch box and also a water bottle. This product is very convenient and compact for everyone since it comes with a pouch bag and adjustable strap. Easy-Peasy Box is manufactured using stainless steel to keep the food warm for up to 6 hours. Our target for this project is suitable for students, office workers, households, or travelers.

CHAPTER 1: INTRODUCTION

1.1 Problem Statement

Nowadays, people like to bring their food using disposable food containers to make life easier to go to work, school, and picnic. For example, people like to take away the food that they buy and they also use disposable food containers to put their food. Take away food usually uses a disposal container because it is cheap and easy to buy everywhere. Based on Technavio (2016), the global conveyance and take-out food retail which was valued at \$89 billion in 2015 and is expected to rise by 2.7 percent every year to over \$102 billion by 2020. The type of disposable food containers are plastic, aluminum, paper, and glass. These types of disposable food containers are very harmful to our environment. For example plastics, cans, paper and glass at the seaside. It is also dangerous to sea life and causes water pollution. According to Vox (2018) that written by Andy Murdock, Environmental Protection Agency stated that about 30% of all debris produced over the world is like disposable food containers and this does not consist of disposal of food utensils like plates, spoons, and fork. Then, disposable food containers also are unsafe for our health and can cause bad illness. For example, it can cause dangerous health effects like cancer, neurological impact, and leukemia. This health effect is caused by harmful chemicals in disposable food containers. According to FoodPrint (2020), we should not warm the food that is in disposable food containers because when the temperature rises, it can make the food dangerous. So, when there are many bad effects of disposable food containers, we have created the best lunch box that people can easily use and it is very safe for health and the environment.

1.2 Objectives

- 1) To produce a very convenient and compact product for everyone.
- 2) To produce a handy product and suitable for all walks of life.
- 3) To produce a product at an affordable price.

1.3 Methodology

Data collection methods will be discussed in this methodology. There are several methods that will be used to gain more information about the product that can achieve customer demand.

a) Questionnaire

Written questionnaires are the most suitable method to collect data on attitudes such as opinion, perception, expectation, satisfaction, and emotion of the customer. From these questionnaires, the probability for the customer that wanted to buy our product, how much they wanted to spend to buy this product, and what features they wanted to have on this product can be obtained by using this method. The questionnaire will be distributed randomly to the respondents via an online questionnaire which is Google Forms. 31 respondents will be selected randomly as our sample size.

b) Observation.

The observation was held at the food and beverage company which is M.E Asia Enterprise. M.E Asia Enterprise is a company that sells 'Kuih Bahulu' and traditional chips. However, we discovered that many issues affecting M.E Asia Enterprise by conducting this case study. The problem is it is difficult to maintain the standard of "Kuih Bahulu" and its production takes a long time. Therefore, we agreed to produce a lunch box that can maintain the quality of 'Kuih Bahulu' and improve the lunch box to become more multifunctional and compact.

c) Research

We have conducted one research regarding the awareness of using lunch boxes and water bottles in our society. According to Zurina and Choy (2016), in developed countries, especially the United States and Europe, the use of eco-friendly food containers is gaining momentum parallel with the expansion of environmental knowledge, understanding, and learning from school to higher education. Changing the attitude and everyday practice of the society from self-interest to focusing on the environment is the best way to overcome