



اَوْبُو سَيْيْتِي تَيْكُو لُو كِي بِنَا رَا
UNIVERSITI
TEKNOLOGI
MARA

ROLLIN' SMOKE BBQ GRILL

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TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	i
TABLE OF CONTENTS	ii
LIST OF FIGURES	iii
LIST OF TABLES.....	iv
1.0 EXECUTIVE SUMMARY.....	1
2.0 INTRODUCTION.....	1
2.1 Background of Company	2
2.2 Problem Statement.....	2
2.3 Objectives.....	3
2.4 Methodology	3
3.0 NEW PRODUCT DEVELOPMENT	4
3.1 Definition	4
3.2 Classification of New Product Development	4
3.3 New Product Development Process.....	5
3.3.1 Research and Development	5
3.3.2 Consumer Trend Canvas (CTC)	14
3.3.3 Product Design & Features.....	18
3.3.4 Concept Testing	21
3.3.5 Prototype	28
3.3.6 Test Marketing.....	32
4.0 CONCLUSION	38
5.0 REFERENCES.....	39
6.0 APPENDICES	40

1.0 EXECUTIVE SUMMARY

This is an endeavour to grasp how the theories can be applied to a practical situation. As a student in UiTM Perlis, it is a part of study for everyone to undergo a new product development project. So, for this purpose, we got the chance to develop and innovate a product that deeply interests us, which is a barbeque grill.

In the first phase of the report, there was a general introduction to the new product development. In this part, the problem faced by users when they are barbequing, analysis for methodology, and limitation were explained.

In the next phase of the report, the definition, classification, and process of new product development were explained thoroughly. The classification of the new product is explained through its improvements and revisions of the product. Furthermore, the process of new product development can be classified into five processes which are research and development, product design/features, concept testing, prototype, and test marketing.

Concept screening and concept generation were discussed in the research and development section. In addition, the concept testing and market survey testing was developed in questionnaires and has been distributed to 20 respondents using Google Form.

Last but not least, in test marketing, a few techniques were used to make this product accepted by consumers, such as customers' experience, opinions, and feedback regarding the new product. In conclusion, the feedback received from respondents was very helpful in order for us to fill up the requirement of consumer.

3.3.3 Product Design & Features

As indicated in the New Product Development Guideline, the design of the product is a translation of the technical concept of our new product idea or innovation. The concept involves the physical design, the artistic design as well as the requirements needed to meet the consumer demands and the value of the consumers.

By developing the product, we consider basic criteria for product performance through the design of our own new concept, which is the Rollin' Fire Barbeque Grill. Our product creation requirements and explanations are provided in Table 1.2.

The development of Rollin' Fire Barbeque Grill for barbequing would provide a better solution in overcoming the problems faced by many people. Problems such as overcooked or uncooked meat, difficulty in cleaning the grill, moving the barbeque grill and rotating the meat are some of the problems seldom occurred when barbequing.

Barbeque is one of the best and enjoyable cooking styles to have when involving a large group of people, friends and family. Barbeque is also being done for occasional event. Barbequing is usually done outdoors by smoking meat over wood or charcoal. There are various techniques in barbequing; smoking, roasting, and grilling.

However, when barbequing, we must keep our eyes on the grill all the time to ensure the meat is cooked properly, the charcoal is still burning, and many more other criteria that need to be consider. Thus, the design of our barbeque grill will offer a better technological way of having a better enjoyable time during barbequing. A few crucial criteria have been highlighted in focusing about the product which includes performance, reliability, safety in use, durability and special features.

General Features	
Product Name	Rollin' Smoke BBQ Grill
Dimension	130 cm x 60 cm x 90 cm (70cm x 60 cm x 30 cm when folded)
Weight	≈15 kg
Color	Base: Copper Charcoal Drawer: Chrome maroon Folded Table: Brown Grates: Silver Handle: Chrome black