



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

BP

ECO GREEN FLY - TRAP

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- poor online structure
- title of TO wrong
- Base data not related to estimate

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TABLE OF CONTENT

1.0	EXECUTIVE SUMMARY	1-2
2.0	PRODUCT DESCRIPTION	3-5
3.0	TECHNOLOGY DESCRIPTION	6-12
4.0	MARKET RESEARCH AND ANALYSIS	13-15
5.0	FINANCIAL PLAN	16-17
6.0	MANAGEMENT TEAM	18-19
7.0	PROJECT MILESTONE	20-22
8.0	CONCLUSION	23
9.0	REFERENCES	24
10.0	APPENDICES	25-28

1.0 EXECUTIVE SUMMARY

This project majorly aims at new product development process for Eco Green Fly-Trap. Everything about the eco-green fly trap works, from the sophisticated design and the material used is environmental-friendly that trap fly which are simple, cost-effective ways to combat flies, although their effectiveness varies. The product developed objectives are focused on create a clean environment without manifestation of flies, control flies population that can cause health problem and re-design environmental-friendly trap that are simple, cost effective without effecting the environment. The project briefly explains the stages for the new product development through idea generation, idea screening and market survey. We began this research and development study by studying the vectors of flies in Mee Sing Food Corner restaurant located in Limbang, Sarawak. Infestation of flies can poses serious hygiene risk. Unfortunately, conditions found in the restaurants are flies attracted most. Through our observation, there are many flies invading *Mee Sing Food Corner* restaurant. This is how we come out with the idea for fly trap that is more effective and more attractive aesthetically than fly trap glue board. To identify the most important strengths, weaknesses, opportunities and threats of our product, our team use SWOT analysis and Consumer Trend Canvas to brainstorm our ideas on our product. The project report also explains the product design of Eco Green Fly-Trap which helps to get better understanding about the product dimension together with the design of the product and its architecture, artistic design as well as the required parameters to satisfy the market needs. The design of the product is very futuristic, artistic, non-obstructing design and very suitable to be place and display on the table. Furthermore, our target market are the restaurants and cafes owner that facing fly infestation at their restaurant. Restaurants and cafes owner that searching for alternative way from using UV light trap that cost them more money for installation and maintenance. Our fly trap serve perfectly for restaurants and cafes owner that are more suitable for aesthetic values in their dining area and cost them less investment in fly control. In conclusions, one secret of success is to retain enough of the main objectives to keep the loyalty of present enthusiasts for the product, whilst making sufficient innovations to attract a whole new group of consumers.

COMPANY'S LOGO



- K – Kreatif
- I – Inovatif
- D – Dinamic
- S – Siber

Eco Green Fly - Trap