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COMPANY'S LOGO



PINE PINE SDN. BHD.

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CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 INTRODUCTION

After initial observation towards the usage of take away cup in cafe or coffee shop, the team has invented the improvised version of the existing thermos flask. The product is Absolute Thermos. Nowadays, consumers are not conscious on the temperature of their drink especially a hot drink; therefore they keep burning their tongue and hurting themselves when trying to take a sip of it. Furthermore, consumers are also unable to enjoy their hot drink when it becomes cold. This product is suitable for consumers of all age.

1.2 THE PURPOSE OF THE DEVELOPMENT

The purpose of the development are:

- I. To avoid any accident or harm occur when drinking especially hot drinks
- II. To reduce environmental pollution
- III. To reduce the usage of plastic and paper material

1.3 PRODUCT CONCEPT

- I. For consumer to be more aware on the temperature of the drink before consume it.
- II. Eco-friendly and non-disposable product to avoid environmental pollution.