



NPD REPORT DEVELOPMENT: Bunga Telang Powder

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EXECUTIVE SUMMARY

Bunga Telang's powder is the name of the product. The name comes from the flower itself, bunga telang, which is a lesser-known flower in Malaysia that few people are aware of. We changed the main type of material utilised in this product from liquid to powder. This product is considered as an enhancement on an existing product since it makes it easier to use and saves time because you don't have to travel to a neighbor's house to ask for this flower. Our product's concept is based on available natural resources, mostly in the forest and garden. The powder of Bunga Telang is altered by adding the major ingredient, liquid, and turning it into a powder. In general, our target market in this research is committed to attracting, recruiting, and retaining employees from a variety of backgrounds who demonstrate fundamental characteristics such as honesty, passion, expertise, creativity, and a persistent commitment to performance. Following the identification of our potential customers. We will collect data, and the way we will use to collect all data connected to our product is to conduct an online survey via Google Form for concept testing and test marketing, as well as conducting internet research. Idea generation, idea screening, concept development and testing, market strategy or business analysis, feasibility study, product technical design, test marketing, and market entry were also introduced. A product prototype was also created based on some of the factors that determine usability, such as ease of use, efficiency, and satisfaction. Finally, we hope that Bunga Telang's powder will be able to successfully penetrate the market locally or worldwide in the future, eventually becoming well-known among the general public due to the benefits of our product, which can become a solution to the problem statement that arises.

2.3.2 Product Design & Features

In this section we will discuss in detail about Bunga Telang powder's appearance, and its texture by using appropriate method. This product is designed to fulfil the market requirement. Table below shows the explanation about the design of the product.




The design/feature	Explanation/Process
	<p>1) Fresh Bunga Telang should be pick early in the morning when the flowers have bloom. Firstly, the fresh Bunga Telang should be sorted by choosing the good flowers that are still intact. After that, Bunga Telang are washed with running water and drained.</p>
	<p>2) Bunga Telang need to be dried by using an oven at a temperature of 50°C for about 2 hours. Dried Bunga Telang are easily crushed when squeezed with the fingers.</p>
	<p>3) Lastly, the dried Bunga Telang need to be grinding into a fine powder which can later be used for multipurpose. Here is the final look of our product.</p>

Table 2: Features and process of production