



**NEW PRODUCT DEVELOPMENT
DIAMOMIX BY EC-COOK**

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

**PROGRAM : BACHELOR OF SCIENCE(HONS) MANAGEMENT
MATHEMATICS**

PROGRAM CODE : CS248

COURSE : TECHNOLOGY ENTREPRENEURSHIP

COURSE CODE : ENT 600

SEMESTER : 6

GROUP MEMBER :

- 1. AZHANI BINTI ZULKAPLI (2018680298)**
- 2. NURHASYA IRDINA BINTI HASRI (2018254264)**
- 3. NUR SHAMIRA BINTI SHARIL (2018653992)**
- 4. NURUL HASZIRAH BINTI HASHIM (2018250984)**
- 5. NURULIYANA FARISHA BINTI HALIM (2018201042)**

LECTURER : DR. NURSYAMILAH BINTI ANNUAR

SUBMISSION DATE:

12TH JUNE 2021

TABLE OF CONTENTS

| CONCENTS | PAGE |
|---|-----------|
| LIST OF FIGURES | i |
| LIST OF TABLES..... | ii |
| EXECUTIVE SUMMARY | 1 |
| 1.0 INTRODUCTION..... | 2 |
| 1.1 Background of Company | 2 |
| 1.2 Problem Statement/Issues..... | 4 |
| 1.3 Objective of The Report..... | 4 |
| 1.4 Methodology | 5 |
| 2.0 NEW PRODUCT DEVELOPMENT | 6 |
| 2.1 Definition | 6 |
| 2.2 Classification of New Product Development | 6 |
| 2.3 New Product Development Process | 7 |
| 2.3.1 Research & Development | 8 |
| 2.3.2 Product Design & Features | 11 |
| 2.3.3 Concept Testing..... | 13 |
| 2.3.4 Build Prototype (2D or 3D) | 18 |
| 2.3.5 Test Marketing | 21 |
| 3.0 CONCLUSION | 25 |
| REFERENCES | 26 |
| APPENDICES..... | 27 |

EXECUTIVE SUMMARY

In this age of technology, everyone wants to take an easy way out to do something. Including cooking at home, some people are so busy with their jobs out there that they don't have time to cook food at home. Because of that, they choose to buy food outside without knowing whether the food is clean or not. In addition, some people are not good at cooking, especially people who are single or newly married, with this tool they can cook because with this tool everything is available such as examples, how to cook, the weight of ingredients that need to be included for cooking and others. The purpose of this study was to find information on whether this tool can be marketed outside and whether it will be accepted by consumers. We will run a questionnaire to gather information and seek feedback from outsiders. In conclusion, with the existence of this product may be able to help those who do not have time or busy with work as well as help people who are not good at cooking.

1.0 INTRODUCTION

1.1 BACKGROUND OF COMPANY

EC-Cook Company is a sole proprietorship business. A sole proprietorship is the business that owned and controlled by an individual. It is the easiest type of business to establish.

Table 1: Company Background

| | |
|----------------------------|--|
| Name of the Company | EC-COOK SHOP |
| Address | A-203, Menara 2, Jalan Maharaja, Kampung Haji Somad Ali, 59200 Kuala Lumpur. |
| Contact Number | Toll Free Number: 1 800 88 9999 (Product & Customer Support, Operating Hours: 9am – 5pm daily) Telephone Number: +603-7711 7000 |
| Operational Hour | Home Electronics & Appliance Support 8 AM - 12 AM EST M-F 9 AM - 6 PM EST Sat, Closed Sunday |
| Email | For website and online order related inquiries, please contact us at https://www.ec-cook.com/my/support/email-technical-question/ |
| Website | Official page at https://www.ec-cook.com/my/ To find your closest Service Center at https://www.ec-cook.com/my/support/service-centre/ For live chat at https://livechat.support.eccook.com/Customer_new/My |

2.3.2 PRODUCT DESIGN & FEATURES

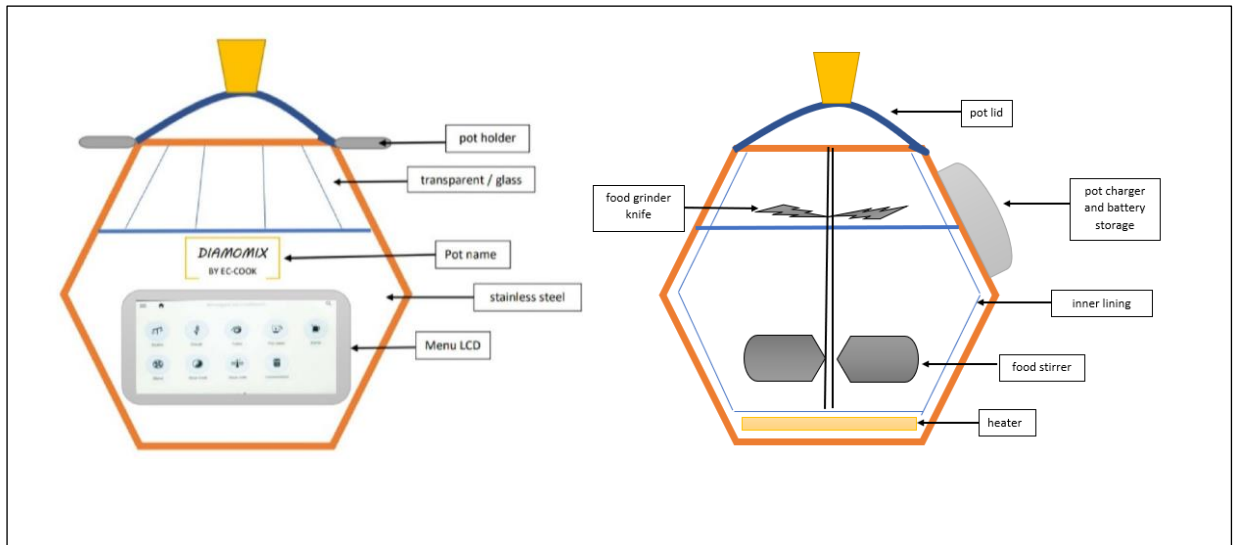


Figure 3: Product Design

The food processor is kitchenware to facilitate repetitive tasks for food preparation. A food processor is similar to blenders in many forms. The name of this product is 'Diamomix'. It is one of kitchenware. The name of Diamomix is inspired by the diamond shape, which is called 'Dia-'. Next, '-mix' refers to the function of this product that has two processes such as 'blend' and 'cook'. Compared to the original food processor, it only contains a few limited processes. Food processors are divided into many products and each product contains only a specific process. For example, blenders and are divided into fruit blenders and meat blenders. Next, the food processor cannot be ready to be cooked and requires other equipment as well. Therefore, with this 'Diamomix', it can solve the problem.

The main function of Diamomix is to process raw materials into ready-to-eat foods. Because Diamomix has a grinding function and can be directly cooked using only one of these utensils. It also comes with LCD screen technology used to control the cooking process and it can also be controlled with applications created with various functions. Not to forget, it has the interesting advantage of being rechargeable by using only batteries and can be used anywhere plus an electrical source. With this Diamomix, it can help users to solve the problems experienced and it is also very suitable for the use of advanced technology for all groups in this age of technology.

Diamomix has multiple functions. Among them, this diamomix can grind food, cook, make cakes, and others. This diamomix has two different levels with different