

Marketing Decisions for New Product Launch - Cooking master

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Abstracts

The product we aim to develop is “cooking master”, that is a self-stirring device used to cook food automatically. The device contains an automatic mechanism that allows food cooking at different temperatures. There are mechanisms that stir the food in automatic manner once the food reaches hot temperature. The device have options to set temperature and time according to the nature of food been cooked. The device has an alarm system as well, when the set timing ends the device give information by alarm ringing so that the consumer can come to know that the food is ready. The device also offers the options to reheat food. This is developed for busy females, students and people living along to cook their food in less time and convenient manner. This allows hassle free cooking solution in which one does not have to wait and stand constantly in order to cook food. In this way the con summers can continue with other activities in the time food is being cooked and they don't have to look again and again. There is trend of smart and automated kitchen machinery all around world and people are relying on convenient cooking solutions (Jolly, 2015). So that we are offering this product to fulfill consumer's need by using advanced technology.(continued...)wordcount of report:

1200 words

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