

New Product Development Kuwait - market analysis report

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Abstracts

The main idea of this business is to develop an automatic coffee maker that is controlled by Wi-Fi and it can download multiple coffee recipes from internet. It allows people to make coffee of any kind just by being controlled from smart phone and internet. As compared to the traditional coffee makers, it has the ability to access coffee recipes at its own and execute the coffee making process automatically. In Kuwait there is growing trend of consuming coffee and most of the people have to go to restraints and coffee shops to have best coffee. The automatic coffee maker will offer the facility of making restaurant like coffee at home that is quite economic and efficient as compared to the traditional manually operated coffee makers o going outside for having coffee from expensive restaurants.(wordcount: 1000 words)

Contents

Introduction (Product idea)
Components
Environmental analysis
SWOT
Position in market
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Aspects of operations management

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