

Innovation Department

new product

all the activities that are

done in the organization

collect all creative ideas

organization processes

new business

- ✓ define the website as the input of innovation
- ✓ register on the website and enter their personnel number if they are employees
- ✓ People are paid for registering each idea
- ✓ If the ideas come to fruition _____

If the idea leads to a high-profit sale, a part of the profit is given to that person

- ✓ It can make all the people eager to give good ideas
- ✓ Weekly collecting data
- ✓ Giving Ideas to the relevant department

Preparing a room full of equipment and allocating time to generate new ideas is highly recommended

1- Internal team members Idea

Each department supposes to bring at least two ideas a year

2- Taking Idea from consumers

1- Internal ideas come from research and best practices worldwide

Finding a product with successful market in other countries



- ➤ Production Feasibility
- ➤ Evaluation of Production with Existing Facilities
- > Announcing the conditions
- ➤ Machinery and Raw materials → Engineering Dep. → Procurement Dep.
- > produces the sample product
- ➤ Cost Estimation

2- Taking Idea from consumers

consumers aged 20 to 50 with a diploma to a master's degree

Determining the purpose and attitude of the target consumers





Examining Product type, Packaging size, Taste, Flavor etc.

> Forming focus groups by Research companies

- **Production Feasibility**
- **Evaluation of Production Facilities**
- Announcing the conditions
- Machinery and Raw materials
- produces the sample product **Cost Estimation**
- R&D Dep. Select best Ideas with higher frequency between Market demands Ideas

- professional brainstorming
- using tools
- let everyone creatively express
- preparing questions and games from R&D and L&L

Using data from market research companies, we can hold workshops for our loyal customers

Launching the **New Product**

Preparing the **Packaging Shape** by Design group



Using people as R&D specialist and Panelist

Public visit to the factory

Competitions among the participants



Preparing kits of different flavors and spices for each production line

- Making their own flavors
- Realizing the difference between the current product and the best product in the market



Using people as designers

Writing consumers name or comments





Using people as Marketing Specialist

Survey about packaging or taste of new products on social media















