



Innovation Department



- ✓ 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
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- ✓ 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

Each department supposes to bring at least two ideas a year

1- Internal team members Idea

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



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



Creativity is founded on diversity & difference

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



Ask a question...

YES

NO

Using people of as Marketing Specialist

- Holding contests for designing advertising billboards in the park
- Holding advertising slogan design competitions in the park
- Giving prizes to the winners chosen by the people



