

Product proposal

Business



**ASSIGN
BUSTER**

Part Proposal The product proposed is a food solution. It is an all-in-one food solution of providing a complete nourishment to our body for onewhole day by merely popping a pill. The product will be sold in a form of a capsule. All the vitamins and minerals are already included in Meal Pill including the proteins and calories that provide the body mass and energy to fully function. The product will prove to be viable considering

Product, Market and Industry Description

- A. The industry – We will target the supplement and wellness industry which is a huge market.
- B. Market size – all adults can be practically our market as this can substitute the regular meal.
- C. Team requirements – for product development, it will be just the Research and Development Team who will be responsible for creating the product to be guided by the Marketing Team for its viability in the market.
- D. Scalability of product – the product can be produced en masse because it is just a pill which can lower our production cost.
- E. Profit Potential – considering the scale of the market and the minimal cost of producing the product, profit potential is huge.

Part 2: Subsidiary Company

Strategy

The best way to convince the various departments that the product works and should be spun off into a new subsidiary is to have it tested internally. We can run a product testing across departments internally to convince that the product works.

This can be easily done by letting our employees use the pill for few days without the regular meal and ask them through questionnaire surveys if the

product really work. We are confident it will work because we have already tested the product ourselves.