

香 港 大 學

THE UNIVERSITY OF HONG KONG

LEARNING in AMOY

TUMSAT Internship Program



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Presentation Outline

Learning in AMOY



Our proposals

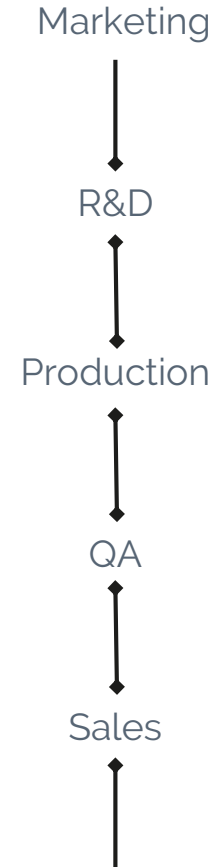


Our Schedule in AMOY

Day 1	Overview on schedule and AMOY
Day 2	R&D (Sauce, Frozen food, Packaging), QA, Marketing AMOY product tasting
Day 3	Production (Sauce, Frozen food), Factory tour
Day 4	PPC, Sales , Supermarket field visit
Day 5	Meet with Managing Director



Task Allocation in Expectation





Task Allocation in Real Practice





>1,500 SKU
>700 RM >4500PM

How to plan? The key is Production Planning and Control (PPC)



PPC (Production Planning & Control)

- Having only about 3-4 productions in a day
- Well planned by PPC based on stocks, sales forecast & order, etc and give priority to non-allergenic ingredients



Sales (Delivery)

- delivering products directly in order to **understand their customers' need**
- **communication** << cost



Production (Frozen food)

- Semi-automation
- to maintain product quality
 - manual filtering
 - shape forming



R&D (Packaging)

- frozen food plastic tray
- key in **production efficiency**
- scientific designs (steppers, separators)

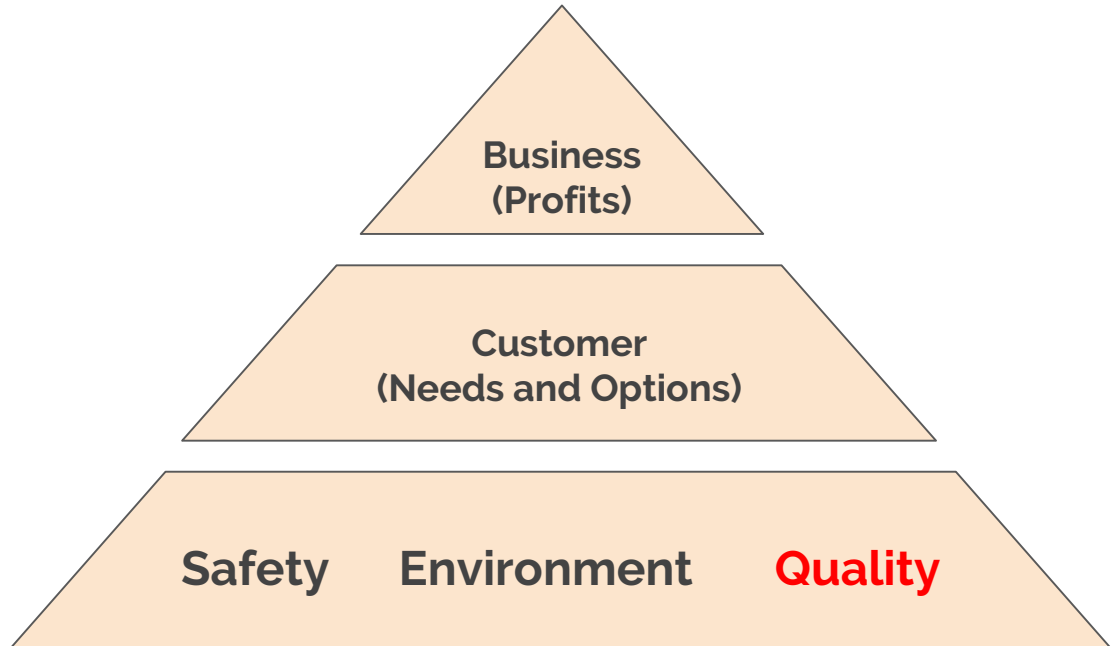


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Enjoy **Quality Food,
Bring Perfect Smiles!**



KEY VALUE



Quality

- QC/QA involved heavily **along** the production line,

RM/PM → WIP → Finished Goods → Customers

for tests, status control, complying with law & regulations

- Strict quality control even at the **operator level**
 - e.g. manual filtering of dried shrimp, and
 - manual screening of sub-quality products



Enjoy Quality Food • Brings Perfect Smiles

盡享優質美味 • 綻放完美笑容

Supermarket Visit



Convenience Sauce (Noodle sauce)

- aiming at **young generation**
- easy to cook and delicious
- promoting by funny adv. (100Most via FB)
 - **1.2 million views** (until 3/26/2018)



Question

- Is this widely recognized in HK?

know

- Is this easy to find in the supermarket?

find

- Does this seem to be easy to cook?

buy





OUR PROPOSALS

- Online promotion
- Display and promotion
- Packaging design

KNOW

FIND

BUY

Online Promotion: The power of INSTAGRAM



Display

- changing the location for displaying
 - easy to find
 - emphasize the combination between **convenience sauce** and **food ingredients**
 - e.g. noodles and noodle sauce



HK : seasoning section



Japan : raw material section



In-store Promotion

叻沙麵醬





想知食譜？上IG睇啦~

材料



去殼鳳尾蝦…… 2隻
炸魚片…… 4片
豆卜…… 2個
銀芽…… 1/2碗
米線…… 1碗
水…… 150克
淘大叻沙麵醬… 1包



煮熟米線





隔水待用

①

②







煮滾湯料, 加入食材再煮滾



Packaging

- to emphasize the strengths of the convenience sauce
 - seems to be easy to cook
- each of us visualized own packaging idea
 - basically keep the original look



Packaging idea (face side)



Aika



Kenya



Vivien



Vivian

Packaging idea 1 (Aika)



- keep the original look
- to emphasize the **QUICKNESS**

Packaging idea 2 (Kenya)



keep the original look

to emphasize the simpleness



Packaging idea 3 (Vivien)



to emphasize on the convenience

1 pouch of sauce + **1** portion of noodles

= ready to serve!

Packaging idea 4 (Vivian)



to emphasize the taste

can easily cook the **traditional Singapore laksa**

Which do you want to buy?



Aika



Kenya



Vivien



Vivian



THE END
Thank You!

