

Food Product Development app

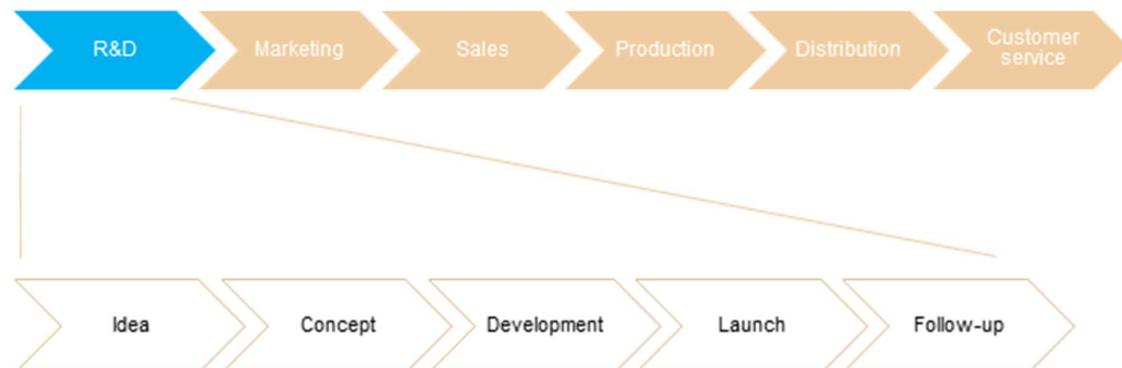
by Konica Minolta – Aurelium



Small and medium-sized companies operating in the food industry typically put a lot of effort in market analysis in order to look for new sales opportunities. Market Business Intelligence feeds the R&D process which in turn coordinates product development or redesign. Since the R&D process requires a lot of creative thinking combined with numerous try-outs of newly (re)designed products, it often runs as an unstructured process in which only the main process stages are well defined (Idea, Concept, Development, Launch, Follow-up).

Information systems like ERP / CRM very often do not provide support for highly volatile processes such as R&D in which a lot of ideas may lead to only a couple of products actually launched. In the same way product & test information systems like PIM and LIMS are only a match for managing product specifications and test data. Managing the entire R&D process consequently requires an intermediate system linked to traditional information systems (ERP, CRM, PIM, LIMS), offering enough flexibility for managing R&D activities from product idea to launch & follow-up.

This ISV app is designed to cover the entire R&D process considering specific requirements of the food industry.



The app focuses on **managing knowledge** that may be useful for the development or redesign of food products (such as legal, competitive or scientific content), and allows R&D teams to manage their development projects. Projects are managed by **organizing tasks** for all participants to the R&D projects **and the content** (documents & data) they need.

The Food Product Development app is based on Microsoft technology, and requires valid access licenses to SharePoint (through Office 365 licensing) and PowerApps (model driven apps).

The app can be customized by changing the underlying R&D processes, data forms, views, task templates, document classification etc. It can also be extended with other tools that belong to Office 365 such as Planner (for active task planning) and Power BI (for advanced dashboards).

Product development

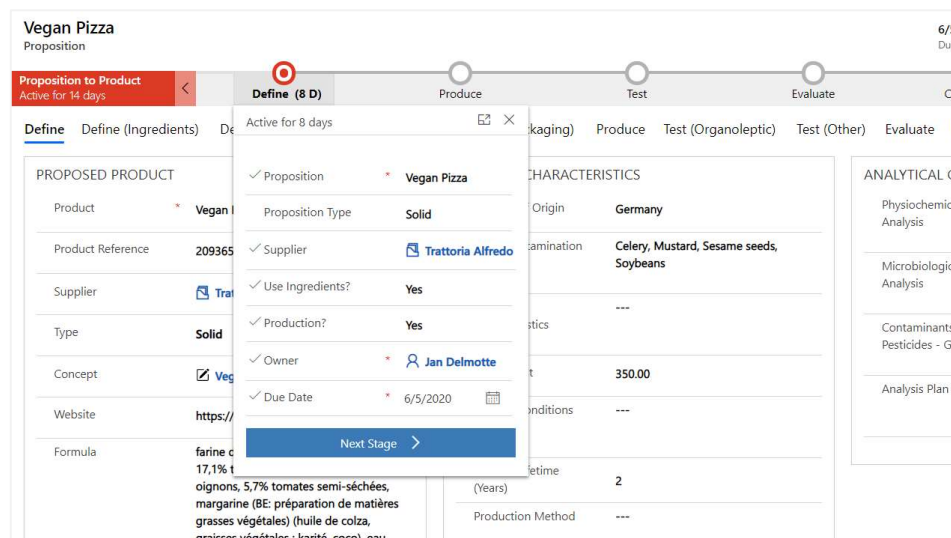
The built-in food product development process runs a number of sequential steps.

Step 1: Ideas and / or requirements are registered in the app. Each idea / requirement can be evaluated and assigned a score.

Step 2: When the score (out of 10) is ≥ 7 , the idea / requirement leads to the definition of a concept.

Step 3: When the concept has been defined, one or more propositions (= candidate products) may be developed. Developed propositions are subject to one or more tests of different kinds (organoleptic, lab, stability, production).

Step 4: Propositions that have successfully been evaluated lead to the definition of new food products.



Task overview

Each user who participates to the Concept development process may be assigned one or more tasks. The task overview lists all tasks assigned to a specific user, and provides filters for listing overdue tasks etc.

My Tasks

Task by Subject

Concept Definition

Concept Assessment

Product Launch

Vegan ready to eat food

PIZZA

Vegan Test Concept

Regarding

Subject

Task Type

Regarding

Due Date

New DEFINITION TASK

Concept Definition

Vegan Test Concept 2

Publish newsletter

Product Launch

Vegan ready to eat food..

Create press release

Product Launch

Vegan ready to eat food..

Provide product pictures / videos

Product Launch

Vegan ready to eat food..

Update public website

Product Launch

Vegan ready to eat food..

Organize training

Product Launch

Vegan ready to eat food..

Define initial product formula

Concept Definition

Vegan Test Concept

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Define concept objectives

Concept Definition

Vegan Test Concept

6/9/2020 1:40 PM

Define initial product formula

Concept Definition

Vegan Test Concept 2

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Product Details

Name	Vegan cereals
Barcode	9789030302193
Competitor	Vegan World
Brand	Veganize
Reference	453678-veg
Add price	
Bio Shop	€ 2,04
The Bio Shop	€ 2,5

Competition

The Food Product Competition app can be installed on a smartphone or tablet. It allows to quickly register food products from competitors by scanning their barcodes and entering valuable information such a public price and the name of the shop (customer) where the product was scanned.