

SACRED HEART INSTITUTE OF MANAGEMENT STUDIES

SACRED HEART COLLEGE (Autonomous)

TIRUPATTUR – 635 601

CLUB ACTIVITY

Event Name : New Product Development

Organizer : HR Club

Date : 16.07.2019

Overview

HR club conducted an activity on the topic “New Product Development”. There were totally six teams participated in the activity. The preparation time given for all teams was 2 hours. Each team members had to present in a power point presentation within 7 minutes and 3 minutes was allotted for queries. The session started by 2.15 p.m. The learning Outcomes of this New Product Development activity include: Team work, creativity and uniqueness, Time management, Spontaneity, applicability of theoretical concepts in a practical manner using the Marketing Mix and Product Mix. Students was actively participated in the activity and involved on showing their creativity and innovation in their products.

Presentation Criteria

- The presentation is divided into two sections: 7 minutes for presentation and 3 minutes for queries.
- Team involvement during presentation.
- Greetings
- Confidence
- Team unity
- Body language
- Crisp and Clear
- Uniqueness
- Audience attraction
- Time management
- Spontaneity

Product Development Criteria

- Creativity on ideas and innovation.
- The brand name, slogans, Logo of the product should be attractive and different when compared to others.

- Realistic.
- New product (uniqueness).
- Reason for the chosen product
- Marketing strategy the group follows.
- STP strategy (Segmentation Target Positioning).
- Blue Ocean or Red Ocean Strategy.
- Marketing mix

Product Topics of the Respective Teams

- **Team 1 – Model House**

The team was disqualified because the presentation was done on the model and not on the product.

- **Team 2 – ebike**

The lightening motors e-fleet is a series of electric and hybrid bike. It is bike which is developed without the CO2 emission. The target customers are youngsters.

- **Team 3 – Chafil**

It is a chalk dust recycler. It is concerned with an eco-friendly, health of the people, low cost product.

- **Team 4 – Cane Blast**

The cane blast is the product which is made out of the Bagasse. The highlights of the presentation was to promote the farmers producing sugar cane and to be more eco-friendly and to care of the mother earth. The products which were presented are plates, cups and straws and the target area was the corporate, event organizers and the restaurants.

- **Team 5 – Bio – 1**

The team presented and explained on the Bio – 1 dustbin, an eco-friendly dustbin. This dustbin works on the sensor and has the capacity to segregate the waste according to the automated programming.

- **Team 6 – Bulbie**

This is a two in one light which changes according to the mindset of the end user. It can be connected to the handset and also used for multi-purpose such as for parties and relaxation.

After the presentation was over, the students shared their experience on the activity which was conducted by the Human Resource Club.

Teams engaged in the discussion



At the end of the activity, Dr. S. Sasikumar, HOD, thanked and encouraged all the faculty members for their continuous journey with the students, in a very special way appreciated Prof. Lawrence for his initiative to organize this activity as the part of the club activities and to all the students who participated in this activity.



HOD addressing to the students and expressing his gratitude to the faculty members

Declaration of the Winners and Prize Distribution

With the meaningful message the winners were declared by Dr. Arokiamary. The winners of the day were: first place – team 4 and second place – team 5. The prizes for the winners were distributed by the faculty members.

