

# SALVAM

A variety of food products are displayed on a wooden surface, organized behind several vertical, color-coded labels that resemble book spines. The labels include:

- DAIRY** (purple label): Includes a container of yogurt, a box of cream cheese, a bowl of whipped cream, and a bowl of milk.
- Condiments Soups & Dressings** (red label): Includes a bottle of balsamic vinegar, a bottle of BBQ sauce, and a can of soup.
- BAKERY** (green label): Includes a slice of pie on a plate.
- CANNED** (yellow label): Includes a jar of jam.
- PREPARED MEALS** (blue label): Includes a bowl of prepared meal.
- BABY FOOD** (orange label): Includes a jar of baby food.
- PET FOODS** (brown label): Includes a bowl of pet food.

The food items are arranged in front of the labels, creating a visual representation of a pantry or grocery store section.

# 10. Phát triển sản phẩm mới theo phương pháp 5D's

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- Phương pháp 5D
- Nhóm sản phẩm sữa

# 10.1 Phương pháp 5D's [.. \clip-food\5-0-0-](..\clip-food\5-0-0-)

[New Food Product Hits Misses 17 Dec 2008.mpg](#)

[5-0-1-5D food product development.mpg](#)

- Decide (ý tưởng, thảo luận trên những yêu cầu và xác định tính khả thi)
- Discover (xác định nhu cầu của khách hàng, sử dụng công cụ nghiên cứu)
- Define (xác định công thức, bao bì, ...)
- Develop (thiết kế bao bì, cảm quan, ...)
- Deploy (kế hoạch tiếp thị, lịch sản xuất)

# 5D's

## of Food Product Development

Stage	Explanation	Things To Think About
<b>Decide</b> what the food product will be.	Brainstorm ideas, discuss requirements and determine the feasibility for a particular product concept.	<ul style="list-style-type: none"><li>• What's already on the market?</li><li>• What does the public want/need?</li><li>• Market niche not being met.</li><li>• Future trends.</li></ul>
<b>Discover</b> ways to make it unique.	Identify a consumer need and how you can meet it. Do competitive product analysis. Employ surveys and other research tools, such as focus groups.	<ul style="list-style-type: none"><li>• Age group</li><li>• Gender</li><li>• Location</li><li>• Socio/economic group</li><li>• Activity level (athlete, couch potato, in between)</li></ul>
<b>Define</b> what's going to be in it and who's going to buy it.	Consider formula, flavoring, ingredients, shelf life, packaging, etc.	<ul style="list-style-type: none"><li>• Ingredients</li><li>• Shelf life</li><li>• Preservatives vs. all-natural</li></ul>
<b>Develop</b> everything about it. Take the product from the idea stage to the final product.	Assemble a prototype, design packaging, undertake sensory analysis with target group and employ quality control.	<ul style="list-style-type: none"><li>• Type of packaging</li><li>• Label</li><li>• Decorative/essential information</li></ul>
<b>Deploy</b> the product to market.	Create marketing plan. Decide on production scheduling, pricing, shipping, storage, promotion and advertising.	<ul style="list-style-type: none"><li>• E-tailers (internet sales)</li><li>• Advertising/promotion campaigns</li><li>• Food service (restaurants)</li><li>• Retailers (groceries)</li></ul>



# 10.2 Nhóm sản phẩm sữa

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# Thảo luận 10

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# Kiểm tra 10

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