

PROFESSIONAL PRACTICE REPORT ON NEW PRODUCT DEVELOPMENT

Ozodbekova Azizakhon Pulatjon qizi,
Student of the Faculty Food Safety Management
of the International Agriculture University

Abstract:

The process of launching a new product on the market is called new product development. The application of this can be made to develop an entirely new product, enhance an existing one to maintain its attractiveness and competitiveness or introduce an old product to a new market. (Online, 2023).

Introduction

Definition of NPD and its significance in the food industry

The process of launching a new product on the market is called new product development. The application of this can be made to develop an entirely new product, enhance an existing one to maintain its attractiveness and competitiveness or introduce an old product to a new market. (Online, 2023).

Food product development and innovation are essential for food companies to stay ahead in the extended period, adapt to consumer changes and influence new trends. There are reasons why food companies commit to product development and innovation. By making unique products that also evolve with consumer demand, they can help organizations keep up in the market. At the same time, food companies may improve their profitability by pursuing product innovation and development. And finally, it is new products and innovations by food companies that benefit from the development of these emerging trends or market opportunities.

An overview of the selected product for development.

Plant-based food is essential in human life as it's proven to contain important substances such as carbohydrates, vitamins, and macro and microelements that enter the human body from plant foods.

As it's known, fresh fruits and vegetables have a short shelf life, because various microbes and enzymes affect them and quickly spoil. One of the most alternative technologies in the modern world, which has an advantage over drying and canning fruits is the filling of the pulp of the watermelon with sugar syrup, resulting in end products in the form of zucchini, natural marmalades, which contains a significant accumulation of ascorbic acid, almost at the level of the pulp which will be discussed in more detail in this report. The main advantages of producing this type of food product



are extended storage times, convenient transportation and the help not to waste peels of watermelon but use them as a beneficial alternative for marmalades, which contain various beneficial substances, fibre and many vitamins (Ауэзова, 2023).

Market Research and Consumer Trends

Summarized research on the target market for candied watermelon peels.

Candied watermelon is a distinct and mouthwatering treat that has the potential to gain popularity if it is properly promoted.

As can be seen from the table, the demographics that would likely be interested in candied watermelon are the younger generation, adults and teenagers, who tend to have a sweet tooth and are often looking for new, trendy and exciting flavours to try. Moreover, parents with young children may be the ideal target audience for the chosen product. Parents are always on the lookout for snacks that will be not only yummy but healthy as well for their children. The market for candied watermelon peels could be explored by Zucchini as a fun, healthy, and natural snack for kids, to satisfy the sweet cravings of parents.

Targeted market analysis			
Segmentation	Targeting		Positioning
Demographic	Age: 7-70 years Gender: all Occupation: kids, teenagers, adults, parents Life-cycle stage: Single, married, families		<ul style="list-style-type: none">Inexpensive priceGreat taste and a healthier optionEco-friendly productNo-waste product
Geographic	City: Urban areas Rural areas Tashkent Khiva Navoi Bukhara Samarkand Fergana Sirdarya Namangan Khorezm Jizzakh Andijan Kashkadarya Surhandarya		
Psychographic	Social class: lower-class, middle-class, upper-class		
Behavioural	People with a healthy lifestyle Environmentally conscious people		



Current consumer trends that influence the product's development.

Consumer trends can have an impact on product development. By using parts of the increase in sustainable and environmentally conscious consumer awareness among consumers is one of the most popular fruits often discarded, you can minimize food waste and enjoy a sweet, eco-friendly snack.

Furthermore, new and exciting flavours are always a priority for consumers. Traditional dried fruits can remain with candied watermelon peels, as new and exciting goods are always a priority for consumers.

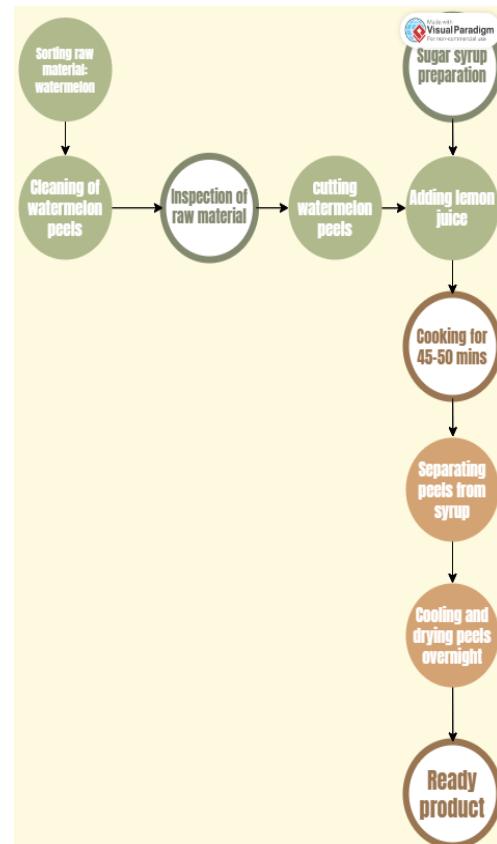
Product development Process

Steps taken in developing the chosen product, including ingredient selection, formulation, and testing.

The process of creating a delightful and sustainable treat, like candied watermelon peels, requires a meticulous approach that encompasses ingredient selection to final testing.

The initial task is to pick the right watermelon peel, which must be fresh, free from blemishes, and thick enough to stay intact during the candying process. To make the syrup that will coat the peel, it's important to combine peels, granulated sugar, and lemon juice.

The quality of the product is ensured by examining the texture of candied peels to determine whether they are too hard or too soft. The ideal texture is chewy and soft, unlike regular marmalades and has a balanced sweetness. To make sure a product is safe for consumption, microbiological testing is essential to detect harmful bacteria and pathogens. To determine if candy has deteriorated or changed texture over time, it's best to store them in airtight packages and track their shelf life.



Challenges encountered and how they were addressed.

The development of candied watermelon peels can be a challenge due to the need to balance the sweetness of the sugar with the natural sweet taste of the watermelon itself. Lemon juice is the answer to that problem, as it can neutralize excessive sweetness.

It is common to receive scepticism when introducing new products made from what is usually considered waste. To foster acceptance, offer samples at events or large markets while educating people about the advantages of food waste and the special qualities of watermelon peels.



Regulatory Compliance

The relevant food regulations that must be adhered to, including labelling requirements.

When developing and selling new market products, safety is ensured by following relevant food regulations.

Food regulations are centred on certificates such as GMP, which aims to maintain hygiene and prevent contamination, and microbiological standards that guarantee that harmful substances and pathogens are not present in the product.

It is important to provide clear labelling requirements in the country where the product is being sold. The label provides details about the ingredients, nutrition facts, country of origin, and the crucial expiration date.



Ensure the product meets safety and quality standards.

Several critical steps are involved in ensuring that candied watermelon peels meet safety and quality standards, which include ingredient quality, hygiene and sanitation, drying and storage, labelling, and packaging. Safety, quality, and compliance with all relevant food safety standards can be ensured by the candied watermelon peel company through the proper implementation of these steps.



Conclusion and Recommendations

The development of candied watermelon peels offers a different opportunity to decrease food waste, harness the demand for innovative and sustainable snacks by consumers, and leverage the growing market for plant-based products. Their marketable and profitable characteristics are due to analysis of the demand and supply trends, maximizing production procedures and intensive commitment to food safety principles. It will be possible to have a sustainable food system through the effective introduction and marketing of such products while allowing consumers a chance to enjoy a delicious and healthy snack.

References

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3. В корке арбуза отмечено довольно значительное накопление аскорбиновой кислоты, практически на уровне с мякотью (табл. 1). file:///C:/Users/USER/Downloads/poluchenie-tsukatov-iz-bahchevyh-kultur.pdf

