



*Product
Development*



COMMENCING
AUGUST 17, 2020
ONLINE UNLIMITED ACCESS
UNTIL COMPLETED

HOSTED BY
 **GENESISLAW**
CHAMBERS



FIVE (5) MODULE LEARNING DEFINITIONS

Boot Camp Facilitators.

iDecide

Decide what the product will be based on trends, food category and type of new food product

iDiscover

Discover what makes the product unique by completing a SWOT analysis and defining the age group. What gaps are going to be filled?

iDefine

Define what ingredients are going to be in the product and ascertain if they are legally fit for consumption regarding ingredient clearance, patent, geographical indicator, credence claims, nutritional claims, health claims and nutritional labeling.

iDevelop

Develop the product legally adhering to HACCP, SSOPs and SOPs/GAPs using the appropriate Agro Processing Technique.

iDeploy

Deploy the product keeping in mind the 4 P of Marketing and Test Market Strategies as well as modalities of marketing such as Facebook, Twitter, Instagram etc...



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FOR MORE INFORMATION:

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