

Supawadee Vatcharaudommongkol 2007: Application of Quality Function Deployment in Product Development of Instant Cereal Powder from Broken Jasmine Brown Rice and Azuki Beans. Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology. Thesis Advisor: Miss Chutima Waisarayutt, Ph.D. 178 pages.

The objectives of this research were to do a marketing research on Cereal Instant Product and to survey customer requirements toward product prototype: Instant Cereal Powder from Broken Jasmine Brown Rice and Azuki Beans. Quality Function Deployment (QFD) technique was used to improve the product prototype in the direction of customer-oriented

The research methodology started with marketing gap identification marketing research was on the customer requirements for product prototype and to understand, what important the product requirements were and benchmarking the prototype with two other competitive products. For the marketing information was translated by QFD technique in product planning. QFD started transferring data from the customer requirements to product specification for prototype development. The marketing gap analysis for product development was protein and fiber enrichment on product. Then applying QFD for product prototype improvement. QFD technique started with using information from product market research. The improvement requirements on product were calcium enrichment, the convenience on beverage preparation, adding vitamin and fiber and appropriate price. This information was then transferred to technical requirement on product, the part and process characteristics that controllable and process control plan for work performance. And then product was improved by R&D following the information from QFD. The evaluation on improved product using QFD by hedonic test on the former customers, the results representing on Customer's Satisfaction increased in all factors. Therefore, QFD showed the potentiality in food product development. It integrated cross-function of marketing information with product development and process control which improved new product for increasing customer satisfaction.

Supawadee Vatcharaudommongkol
Student's signature

Chutima Waisarayutt
Thesis Advisor's signature