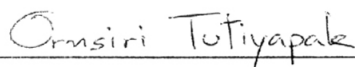


Ornsiri Tutiyapak 2006: Application of Quality Function Deployment in Food Industry: Case Study Instant Rice Noodle Product. Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology. Thesis Advisor: Miss Chutima Waisarayutt, Ph.D. 129 pages. ISBN 974-16-1907-3

The study of product development process on case study of instant noodle product is divided into two parts. The first part uses linear regression analysis to identify the customers' requirements according to their attitude classification. The purpose is to understand, what important factors based on each customer's attitude group are, then using them for marketing communication. The second part is applying Quality Function Deployment (QFD) for product development process on the case study product. The research methodology starts with surveying for demographic characteristics, identifying attitude characteristic groups and product quality characteristics and benchmarking the study product with competitive product quality. The information of product quality requirements and benchmarking is four phased QFD: product planning, product design, process planning and process control planning. The study results showed that the main attitude of surveyed group was belong to "Reformer" group. This group majority concerned on sensory characteristic, nutritional value and environmental aspect of packaging. The second attitude was "Mainstreamer", emphasizing on product convenience, longer shelf life and suitable price. These information can be used for marketing purpose. QFD technique started with information on product market research. It found that customers' required nutritional improvement in product seasoning, the softness texture of noodle, the convenience of packaging, the sticky texture and adding for fiber content in noodle. This information is then transferred to technical requirement of product, the part and process characteristics that controllable and process control plan for work performance. The application of QFD in food product development is required for the modification corresponding to its working process. For example, the technical requirements are not only measuring by the instruments but also considering by sensory evaluation. Furthermore, the product design and process planning matrixes may be combine. Therefore, this research presents the method of applying QFD technique in food product development by integrating cross-function of marketing information with product development and process control.

  
Student's signature

 15, 05, 2006  
Thesis Advisor's signature