

**Analisis Study Visit Company Fp Corporation
Universitas Padjajaran**

Disusun Oleh



Debby Muliadin

Product Design Analysis FP Corporation In Japan

The current global era of food packaging made from paper, plastic and styrofoam most widely used resto entrepreneur, culinary, business type ukm etc., because the price is relatively cheap and environmentally friendly inclined, because such packaging is very easily recycled. If recycled with different objectives will certainly not be a problem for health as examples of paper that is recycled into hisanan as crafts, gift wrap, or other wrapping regardless of wrapping food. Another case of food packaging are recycled to be made in food packaging is certainly very dangerous

The product design is very important in manufacturing. Good product design will be able to increase the amount and the selling price of products, thus increasing profits optimally. However, the design of products that failed to result in a product not sold on the market. Good product design, must meet three (3) important aspect that is often called triangle aspects of the product, which is a good quality, low cost, and a precise timetable. Furthermore kegitiga aspects of the above products developed to become a requirement in the design, the design must be assembled, recycled, manufactured, inspected a result, corrosion-free, low cost, and the time is right. For that in designing a product, should pay attention to the details about the functions of the products are designed

To capture the market changes and customer needs, create product designs that pursue food tray "environment, security, safety and health," based on "customer first" management philosophy.

FP Corp. is a company engaged in producing food tray by using materials from old plastic waste is then recycled to use you product design and modern equipment as well as concentrating on the neighborhood with the motto of 3R (Reuse, Recycle and Reduce)

Many uses and functions are now demanding food containers. In the past, the food containers are used as a tool to divide and carry materials from place to sell the house dominated by the color white in the design development of products that meet changing market and customer needs. By creating various types of products FP Corp many products are not accepted by consumers so the company FP Corp. focuses on food tray



figure 1 (resource google)

in Figure 1 is only one color on a food tray that many consumers who may be bored with the food tray that it was only then with the development of product design and customer demand are made with various colors and patterns on the food tray and the tray of food design.



figurer 2 (resource FP Corp.)

In figure 2 is the result of product design FP Corp., which has the advantage that the design of the competitors

FP Corp. create more fashionable food containers with producing and selling the first one with different colors and patterns in Japan. design and function has evolved so that food containers are not only used to decorate the food in the refrigerator case at the supermarket, but also serves as a serving dish for the table decorations.

In addition, advances in food containers also contribute in the light of the rapid spread of the culinary culture developing products that meet changing market and customer needs

To promote this type of product development, at FP Corporation we continue to install and update our state of the art facilities and work on technological innovations such wide weight loss, and development functions and new material. Increase the speed of design development of new products that meet customer needs, such as high-quality products with value-added and low cost products that maintain the quality and function, to contribute to the development of the life of the Japanese diet and culinary culture.