

**FINAL ANALYSIS COMPANY VISIT TO FP CORPORATION
PADJADJARAN UNIVERSITY**



PRODUCT INNOVATION



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The company was founded on July 24 1962 and is headquartered in Fukuyama, Japan. FP Corporation is the number one maker of food containers used for items such as perishable pre-cooked food and bento lunch boxes sold at supermarkets, groceries, and other stores. FP Corporation continues to innovate with products that have a design and functionality and the ability to anticipate market changes and meet customer needs. Furthermore FP Corporation will continue to contribute to Japan's dietary life and development of culinary culture.

Transformation of food container

Years	Description	Product
1950s	<p>Birth of instant noodles. Era when rice is eaten at the Japanese traditional low dining table. Westernization of dietary life starts. Birth of self-service supermarkets.</p>	
1960s	<p>The housing environment changes and a lifestyle of eating at a European style table begins. Birth of food containers. Speaking of food containers, the "white tray" was the standard.</p>	
1970s	<p>Cup noodles start to become popular. Era of take-out lunch boxes begins. Supermarkets proceed with forming nationwide chains, and purchasing food in food containers become common in regular households.</p>	
1980s	<p>Era of the bubble economy, time of gluttony. Food containers more fashionable as colored and patterned trays appear. The essence of food containers changed to "tableware".</p>	
1990s	<p>Called the "all-Japanese-are-gourmet" era. Convenience stores spread and actions for recycling that take the environment into consideration begin.</p>	

	<p>Sales of Eco Tray (TM), which is the first product in the industry to be receive the Eco Mark, begin. Compared to overwrapping which was mainstream, containers with lids are released which markedly improved the layout and displayability of food.</p>	
<p>2000s</p>	<p>Binge eating TV shows and gourmet TV shows are very popular. Food needs change along with the diversification of lifestyles. A wide variety of food containers for a wide range of purposes are born.</p>	

The above products have innovation that is able to accommodate the needs of consumers from time to time. product characterized as a work of thought that have high levels of originality, novelty and technology. Fp company innovation program carried out in a planned, unhurried, and obviously prepared carefully planned. Innovation initiated aim to tackle waste because 100% of the products can be recycled and no batasanya, innovation programs that do have the environmentally friendly nature. The company is to innovate to make the product lighter, stronger, heat resistant, also looks attractive.

Efforts to improve the quality and quantity or that function optimally in achieving kemudahan effectively and efficiently. The company has been running the innovation management to be efficient for the creation of a sustainable competitive advantage for the company. Innovation Management is required due to recognize that fresh ideas should continue to flow as soon as possible and at any time in anticipation of increasingly rapid development of the world, diverse, and the dynamic here was management innovation must play an important role.

To create a quality product at an affordable price the company sees opportunities to realize that trying to reduce production costs, for example, increase the quantity of raw material purchase to get the discount. Another thing is to outsource to other companies to prevent higher

costs to be reduced. Or find loopholes that can optimize the production process, provide other services that can provide price subsidies.

The development and market introduction of a new, redesigned or substantially improved good or service, examples of product innovation by a business might include a new product's invention; technical specification and quality improvements made to a product; or the inclusion of new components, materials or desirable functions into an existing product. With the times, the food container is also changing to meet customer needs. The first time the food containers were only white but now FP Corporation innovations ranging in terms of materials to design and colors that are typical Japanese. It is intended to support food diversification and quickly intervening capture market changes and customer needs, FP Corporation promotes a trend creating product development that pursues "environment, security, safety, and health" based on the management philosophy "customer first".

Growth, expansion and gain a competitive edge: A business that is able to differentiate their products from other businesses in the same industry for most would be able to reap the benefits. It can be applied to how small businesses can use innovative products to further differentiate their products from others, successful product differentiation creates a competitive advantage for the seller, as customers see this product as unique or superior. Therefore, the company can take advantage of product innovation will effectively be able to evolve and grow into larger businesses. Going forward, we will increase the development speed of new products that meet customer needs, such as high quality products with added value and low cost products that maintain quality and function, to contribute to the development of Japan's dietary life and culinary culture.