



Adding Quality to Life



Universal Industries Ltd.

Manufacturer of Quality Biscuits, Confectionery, Savoury Snacks & Beverages



Developing New Food Products: The perspective of the private sector

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- **Universal Industries Limited (UIL)**, established in 1957, is the leading producer of quality biscuits, confectionery, savory snacks, pre-packs, and beverages in Malawi under their prominent brands



- **Universal Farming and Milling Limited (UFML)** was created in 1997 as a subsidiary to enable backward integration and the supply chain of UIL's raw materials

Manufacturing Operations



1 manufacturing facility in Mzuzu for beverages

3 manufacturing facilities in and around Blantyre for quality biscuits, confectionery, and snacks

Farming operations near Blantyre

- State-of-the-art plant and machinery from world leaders from Germany, Holland, Italy, and other countries
- 5 warehouses around the country
- Robust distribution network and versatile range of commercial fleet
- Best practices and center of excellence in manufacturing, operations, product marketing, and customer value management following global standards
- Highly competent and professional staff capable of and working on taking the company to the next level



- 1. Irish Aid**
- 2. Bill and Melinda Gates Foundation (CAVA)**
- 3. Business Innovation Facility of DFID**
- 4. International Potato Center (CIP)**
- 5. Ministry of Agriculture and Food Security**
- 6. Government of Malawi**



- Biscuits
- Confectionery – hard boils, bubble gums and chocolate bars
- Savoury snacks – potato crisps, cassava crisps, extruded snacks and fried pellets
- Beverages – Orange squash, fruit juices, purified still water, roast and ground coffee and tea
- Pre-packs – baking ingredients, Anchor milk and ready mix flours
- Breakfast cereals – Rice puffs, Coco puffs
- Nutritional foods – Nutri Gluco Phala, Soya chunks and other soya products and peanut butter and peanut butter based RTEF



- To add value to Malawian crops from the soil to the supermarket shelf.
- At the moment the company is focusing on value addition of 6 major crops: Irish potato, cassava, maize, soya, peanut and coffee
- Sweet potato is a new product that will be added after successful trials have been done
- Recently, the company has moved from not only providing the tasty snacks but also providing nutrition to the nation by developing nutritional foods.



- It is the process of bringing a new product into the market which includes improving the existing products or creating new products **OR** Presentation of an old product into a new market.
- It involves product designing and market analysis.
- Product design should balance between the customer needs (nutritional, organoleptic and socio-economical) and product attributes.
- Competitive product evaluations provide objective information and translate consumer requirements into product specifications.



- Never – before – seen products
- Innovative and added value products
- New packaging on an old product
- Reformulation of an existing product
- New form of an existing product
- Established product in a new market niche
- Line extension



- New products for current market – growth & profitability
- Diversification – new products for new markets
- Changing habits of consumers
- Competition
- Increased knowledge of food science – preservation, processing and new ingredients
- Health & nutritional needs of the population
- New packaging technology
- To reduce manufacturing costs

What Constitutes Product Development





- The process depends on whether you are creating a new product or improving on the existing one.

- The process involves actions, outcomes and decision making based on the outcomes.
 1. Develop an idea
 2. Conduct market research
 3. Develop product concept
 4. Identify the target customers
 5. Develop formulation and conduct lab trials
 6. Raw materials & equipment required
 7. Conduct trials and sampling
 8. Finalize the formulation
 9. Product analysis – nutritional, microbiological & physical parameters – this depends on product type
 10. Product costing and pricing
 11. Registration and certification with relevant government bodies
 12. Market sampling



- Product introduction – is done after field trials have been completed and product has been packaged and priced appropriately to convey the correct message of quality and value.
- Product support – is a complementary milestone that builds product success and repeat business. It provides valuable information for line extensions, product upgrades and creation of new opportunities
- Food safety is of paramount concern for the success of new products.
- Implicit to production and introduction of new food products is a total quality program that continuously identifies, analysis and controls risks.
- Risks controlling process begins with hazard analysis of critical control points (HACCP).



- It is worth assessing how a company/organization controls the basic product development process to avoid the following:
 1. Longer product development time
 2. Missed target launch dates
 3. To reduce number of crash projects
 4. A succession of stop/go decisions
- NPD involves all functions of the organization i.e. technical, operational, supply chain, sales & marketing and the entire top management.
- Economics, consumer & competition necessitate NPD
- New products should be consistent with goals and strategies of a business.

Thank You

