



CONVENTION & EXHIBITION (PUTRAJAYA) SDN. BHD.

PRODUCT DEVELOPMENT

Co-X/CDS/SOP03

Revision No.: 00


Effective Date: 1st November 2022

PREPARED BY

REVIEWED BY

APPROVED BY

		
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1.0 OBJECTIVE

The objective of this procedure is to ensure effective planning of new or enhancement of existing product and services. To ensure proper market study/research and to determine product/services requirements.

2.0 SCOPE

This procedure shall apply to any new or enhanced on existing product/services development for all Convention & Exhibition (Putrajaya) Sdn Bhd (Co-X) business units which are manage by respective department or outsourced externally.

3.0 DEFINITION

- 3.1 Co-X : Convention & Exhibition (Putrajaya) Sdn. Bhd.
- 3.2 CEO : Chief Executive Officer
- 3.3 HOD : Head of Department
- 3.4 SWOT : Strength, Weakness, Opportunity & Threat Analysis
- 3.4 BCG : Boston Consulting Group Analysis
- 3.5 ISO : International Organization for Standardization
- 3.6 N/A : Not applicable

4.0 RESPONSIBILITY

4.1 The Executive responsibilities are as per below :


- 4.1.1 Shall conduct market study on the proposed product/services to gather information, requirement, content or criteria prior to product/services development.
- 4.1.2 To prepare Product Proposal for management review prior to approval by CEO.
- 4.1.3 Shall seek for customer feedback and do an adjustment prior product/services handover to respective department.
- 4.1.4 To ensure proper filing and documentation.

4.2 The HOD responsibilities are as per below :

- 4.2.1 To review product proposal prepared by Executive prior to approval by CEO.
- 4.2.2 To prepare Product Proposal for management committee review prior to approval by CEO if the investment of propose product is more than RM50,000.

4.3 The CEO responsibilities are as per below :

- 4.3.1 To review and approve the product proposal submitted by the HOD.


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5.0 REFERENCE

5.1 ISO 9001:2015

Clause 8.1 Operational planning and Control


5.2 Authority manual

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6.0 PROCEDURE

6.1 New / Enhancement Product / Services Request

- 6.1.1** Management or customer shall request for new product/services development or enhancement of existing product/services through email or minutes of meeting. The request may consist of :
- 6.1.1.1** Product (name, description, requirement, nature)
 - 6.1.1.2** Target audience/market
 - 6.1.1.3** Budget
 - 6.1.1.4** Any other relevant details
- 6.1.2** Executive shall analyze the product request and conduct market/product study to gather information. The study shall provide inputs to prepare product proposal as below :
- 6.1.2.1** Product description
 - 6.1.2.2** Market/product study result
 - 6.1.2.3** Budget and cost
 - 6.1.2.4** Recommendation
- 6.1.3** HOD shall review and discuss with Executive or customer prior to prepare product proposal.
- 6.1.4** CEO shall review the product proposal submitted by HOD/Executive for approval. The product proposal may take the consideration on the following :
- 6.1.4.1** Budget and cost
 - 6.1.4.2** Visibility study / appropriate analysis (i.e SWOT analysis, BCG Matrix, etc.)
- 6.1.5** HOD shall present the product proposal in Management Meeting if the value of investment is more than RM50,000.00 for approval.
- 6.1.6** CEO or Management Committee shall approve the product proposal upon unanimous consensus in the meeting. If the product proposal is unaccepted, the product proposal shall be re-work or amend as per CEO/Management Committee feedback.
- 6.1.7** Upon approval, HOD / Executive shall seek acceptance and confirmation from the respective customer. In the event customer does not accept the product proposal, it shall be shelved and kept for filing.

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6.2 Product / Services Execution

- 6.2.1 Upon approval, HOD / Executive shall seek for customer feedback and acceptance. If customer did not approve, adjustment shall be made until the product is accepted.
- 6.2.2 The product proposal shall be controlled to prevent its unintended use.
- 6.2.3 HOD / Executive shall review the feedback on the product base on the following:
 - 6.2.3.1 Visitor/customer feedback
 - 6.2.3.2 Product Execution Plan
- 6.2.4 Upon final acceptance from customer, HOD shall conduct product briefing and hand-over to respective department for sales, marketing and promotion.

6.3 Product Performance and Monitoring


- 6.3.1 Upon product execution, HOD / Executive shall communicate with customer/product owner on product performance with minimum three (3) months performance. The report may consist of:
 - 6.3.1.1 Sales performance
 - 6.3.1.2 Customer feedback
- 6.3.2 The report is for improvement purposes and upon approval from the management for any decision. In the event management not satisfy with the product/service, the product/service shall adjust according to management requirement.

7.0 RECORDS

N/A

8.0 APPENDIX / ATTACHMENT

- 8.1 Process Flow

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PROCESS FLOW

