

**Group Members** 

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Happiness is Handmade

As a Singapore traditional dessert (Kueh) manufacturer, HarriAnns employs highly skilled workers to cut the Kueh. However, the current cutting process is very manual, labour intensive and time consuming. To resolve the problem, the team is driven to find an automated solution that can consistently cut the "Kueh" into the desired shape and size.

### Problem Statement



Laborious and long process

Inconsistent cutting results

Hard to train new workers

Precise



Kueh soft and sticky



6 hours cutting very time intensive Non-straight edge





Uneven cut

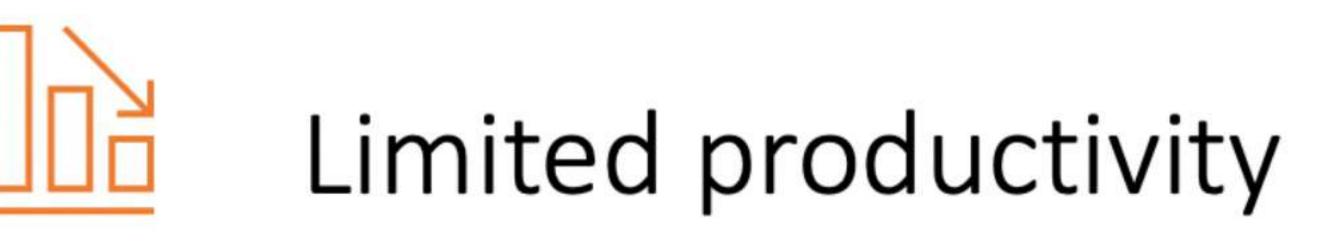
Stickiness

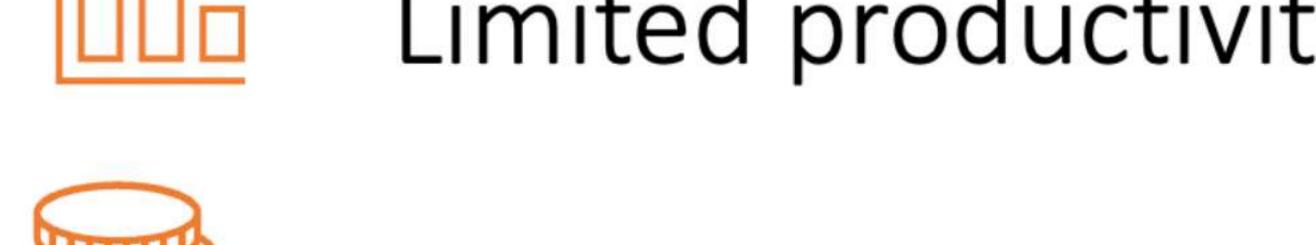
2 Parallel

Rods







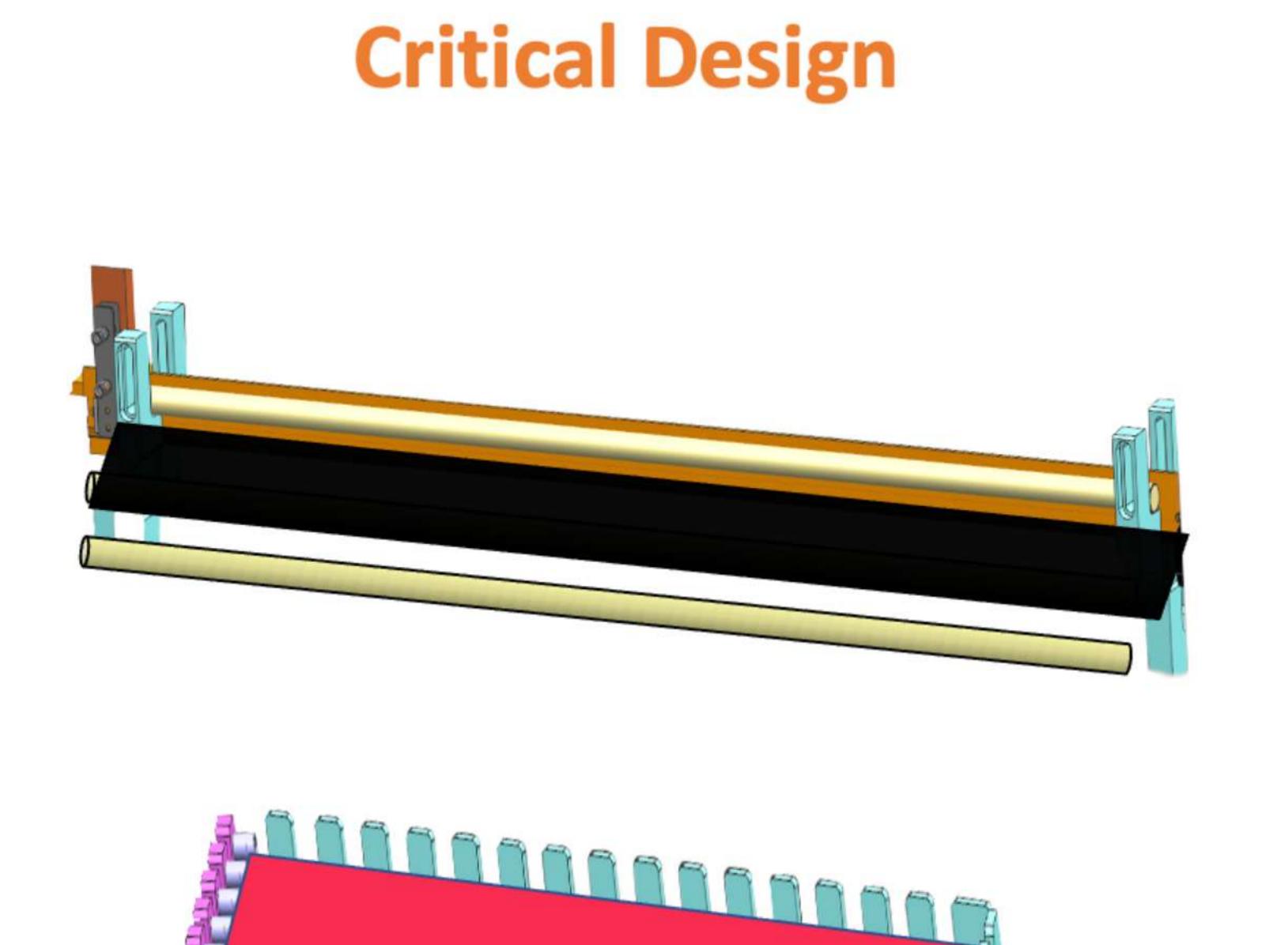


High labor costs



**Key Parameters** 

**Test Houses** 



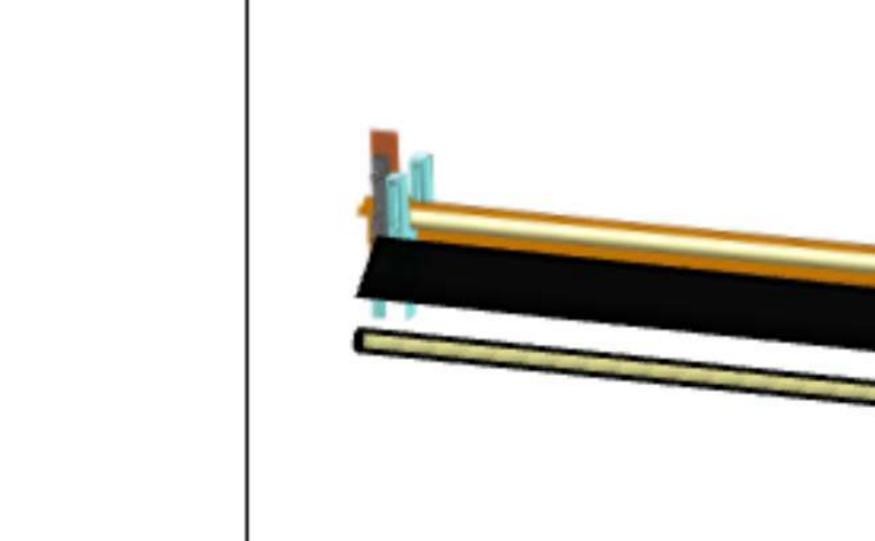
Solutions

Pain points Limited Productivity



Automation

2 times faster



Softness

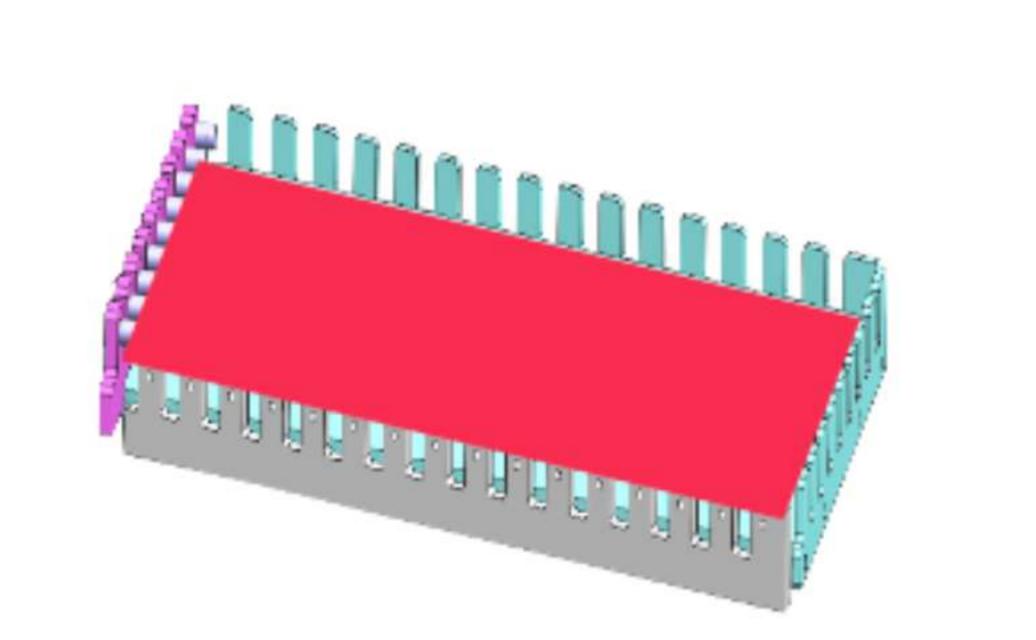
Stanchion

Support

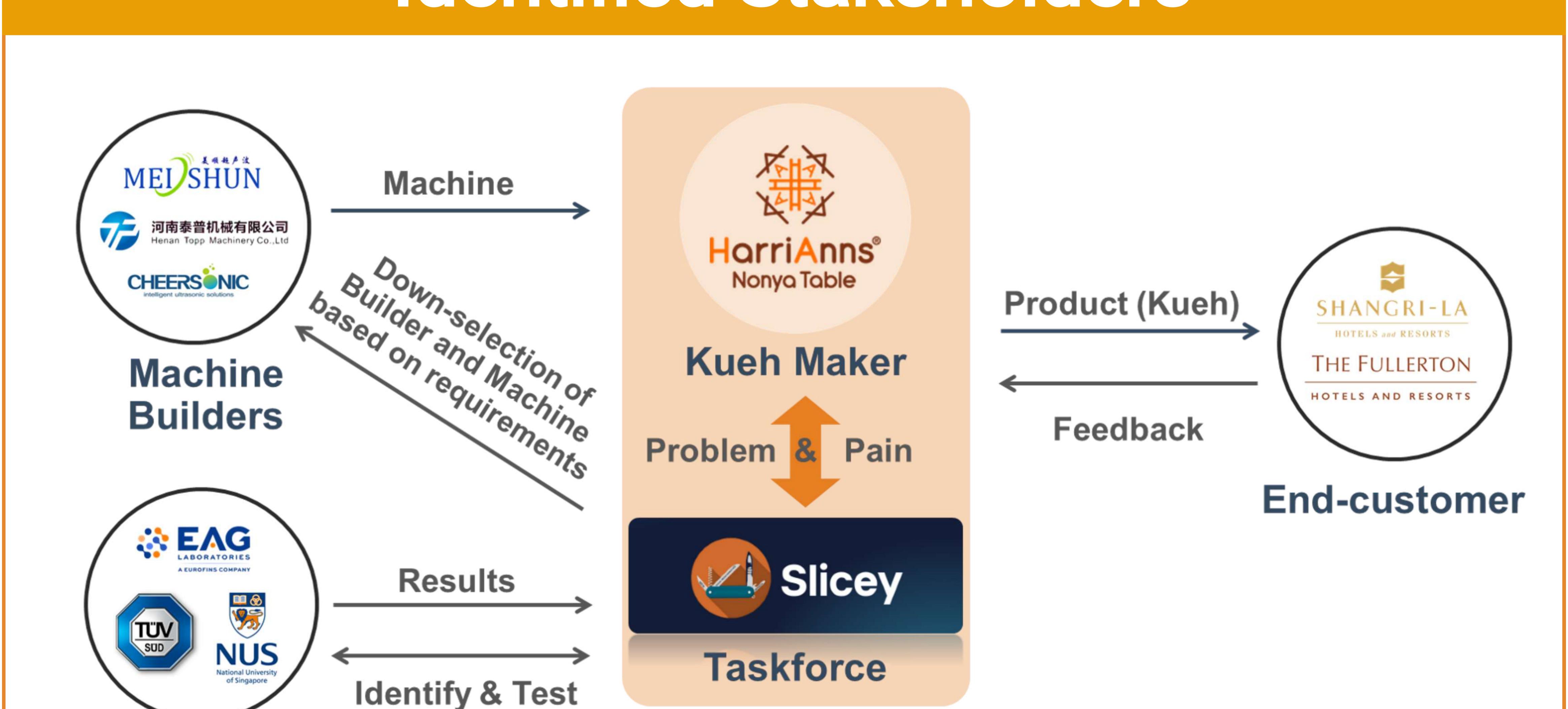
Different tray sizes



Adjustable & Movable base



## Identified Stakeholders



# Market Size - Confectionaries

