

POLITEKNIK SULTAN SALAHUDDIN ABDUL AZIZ SHAH

FRUIT PICKER

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MECHANICAL ENGINEERING DEPARTMENT

JUNE 2020

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This report is submitted to the Department of Mechanical Engineering in partial fulfilment of the requirements for Diploma in Mechanical Engineering

MECHANICAL ENGINEERING DEPARTMENT

JUNE 2020

DECLARATION OF ORIGINAL WORK AND INTELLECTUAL PROPERTIES

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at, on

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as the project supervisor on the date:	MADYA	MASTIKA	BINTI
	AHMAD		

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ABSTRACT

Fruit pickers are examples of harvesting tools used to increase harvesting capacity and reduce damage brought about by fruit fall. The previous products had several disadvantages, such as longer time to complete the picking process and low efficiency. Also, there are limitations in term of height and portability. The objective of the research is to design and develop a user friendly fruit picker. It also aims to minimize time used in fruit harvesting. Fruit picker is an improvement of the traditional picker and other types of picker. Modification of the frame, cutter and handle was conducted to improve its efficiency. Hollow aluminium tube is used because it is very light considering that the product has to be a single person job. The cutter blade has a grove to prevent the pieces from sliding when picking the fruit and the triggering device is adjustable and accessible to the picker. The design is the combination of pull -type and trigger- type. The fabrication process comprises of a rod with a motor that act as machinery device. The fruit picker is tested and adjustments were made accordingly. In addition, this product has been proven to save time compared to traditional method. Based on the result, the analysis and discussion that have been carried out, it can be concluded that this fruit picker has achieved the objective discussed. Thus, it is hoped that in the future this product can be improved based on the relevance of situation.

Keywords: Fruit picker, user friendly, minimize time, adjustable, light

ABSTRAK

Pemetik buah adalah contoh alat penuai yang digunakan untuk meningkatkan kapasiti penuaian dan mengurangkan kerosakan yang disebabkan oleh kejatuhan buah. Produk sebelumnya mempunyai beberapa kelemahan, seperti memerlukan masa yang lebih lama untuk menyelesaikan proses pengambilan dan kecekapan rendah. Juga, terdapat limitasi dari segi ketinggian dan mudah alih. Objektif penyelidikan adalah untuk merancang dan mencipta pemetik buah yang mesra pengguna. Ini juga bertujuan untuk meminimumkan masa yang digunakan dalam penuaian buah. Pemetik buah adalah peningkatan dari kaedah tradisional dan pemetik jenis lain. Pemetik buah mempunyai banyak ciri tambahan yang cekap dan meningkatkan kualiti hidup dari aspek pergerakan ergonomik manusia. Pengubahsuaian rangka, pemotong dan pegangan dilakukan untuk meningkatkan kecekapannya. Tiub aluminium berongga digunakan kerana sangat ringan memandangkan produk itu digunakan secara berseorangan. Pisau pemotong mempunyai alur untuk mengelakkan kepingan tergelincir ketika memetik buah dan alat pemicu boleh disesuaikan dan dapat diakses oleh pemetik. Reka bentuknya adalah gabungan antara jenis tarik dan jenis pemicu. Proses fabrikasi terdiri daripada batang dengan motor bertindak sebagai alat mesin. Pemetik buah diuji dan penyesuaian dibuat dengan sewajarnya. Pengubahsuaian dilakukan untuk menyelesaikan masalah semasa menguji produk. Di samping itu, produk ini telah terbukti dapat menjimatkan masa berbanding dengan kaedah tradisional. Berdasarkan hasilnya, analisis dan perbincangan yang telah dilakukan, dapat disimpulkan bahawa pemetik buah ini telah mencapai objektif yang dibincangkan. Oleh itu, diharapkan produk ini dapat ditingkatkan di masa hadapan berdasarkan kesesuaian keadaan.

Kata kunci: Pemetik buah, mesra pengguna, minimumkan masa, boleh laras, ringan

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CHAPTER 1

INTRODUCTION

(Prepared by Eliscia Edna Anak Tony)

1.1 Introduction

In agriculture, human resource plays a vital role especially in fruit cultivation, fruit counting for yield assessment and fruit plucking for marketing but the process is time consuming [1]. There are still many fruit farmers harvesting the fruit by climbing trees, making them tire easily, thus increasing safety rise and possibility of farmers falling from trees. To overcome the limitations or weaknesses of manual plucking, a fruit picker is made capable of picking fruit with high capacity and user friendly. Based on the problems described earlier, research is needed to design a fruit picking tool for people by paying attention to ergonomic aspects to increase the amount of fruit plucked and reduce fatigue.

1.2 Research Background

Malaysia is the country that is popular with diversity and its foods. Same goes to fruit. There are fruits that are seasonal and the one that come out all year round. Fruit harvesting occur during harvest time in areas with fruits grow wild that being farmed in the orchard. The conventional means for most effectively pluck fruit is a pair of scissors. To pluck the fruit with a pair of scissors, the plucking person grasps the fruit in his left hand, for example, and cuts the branch supporting the fruit with the scissors held in his right hand. It is necessary for him to use both of his hands. When a tree is tall, the plucking person has to climb the tree to pluck the fruits. In such a case, it is necessary for the plucking person to hold on to the tree with at least one hand to prevent himself from falling down. Therefore, the plucking person can freely use only one of his hands; he must then pluck the fruits with one hand and use the other hand holding on to the tree for grasping the scissors or the fruit. This results in the decrease in the efficiency

of plucking as well as increases the dangerousness of the work. Furthermore, when fruits are plucked by the picker on the ground, the fruits picked with a pair of scissors are placed into a basket or the like one by one by one hand, again lowering the efficiency of the plucking work. Therefore, in fruit culture, the process of plucking fruits requires remarkably much time and labour energy.

1.3 Problem Statement

The earlier products had several disadvantages, such as harvesting process takes longer time. Besides, there is also limitation in manual plucking fruit. In addition, the previous product is heavier in weight and less portable contributes to fatigue.

1.4 Research Gap

There are few researches that has not been touched which is the weight of the product is much heavier to handle that will make the process take more time to pluck and less portable without the mechanism used to pluck the fruit.

1.5 Research Objectives

A few objectives have been highlighted:

- To design and develop a fruit picker with ease of use in mind
- To fabricate a fruit picker
- To minimize time used in picking fruit

1.6 Significance of study

The research has been carried out and there were a few problems found which is to make a better product than before from specification aspect, to make the farmers and community works easier, to increase the profit of the product, to reduce the energy used by human and to make the work process more efficient.

1.7 Scope and limitations

There are several scopes has been identified and will be used to complete the analytical research within the area of study. The scopes are the weight of the fruit that is limited to 400 per gram and the maximum tree height which is 2.5 meter.

1.8 Summary of Chapter

In conclusion, this research study the performance of fruit harvesting using fruit picker. Hence, upgrading the fruit picker to the new version will greatly benefits all parties including small industries.

CHAPTER 2

LITERATURE REVIEW

(Prepared by Muhammad Syafiq Izadi bin Jumat)

2.1 Introduction

In the modern era, most of the farmer investor like to produce product by expanding their business widely. The mechanical technology used keep evolving and conventional method has been overtaken by the cutting-edge technology. Generally, humans can precisely and efficiently pick different sizes of fruits cultivated in an unstructured greenhouse environment without causing damage to the produce through the coordination of brain, eyes, and hands. From the viewpoint of bionics, the working performance of agricultural harvesting robots can be improved by creating a bionic design that is based on the human body structure and hand-grasping techniques [2]. The feeling of comfort is expected by workers in carrying out their work and with the presence of such comfort, the work productivity is expected to increase. Grasping is a highly complex movement that requires the coordination of several hand joints and muscles guided by the brain and vision [5]. To stimulate the grasping movement a pulltype picker used a sharp claw to pull fruit [6]. The same concept is applied to a triggertype picker but limited to one fruit at a time [7]. Meanwhile a universal picker using a pair of vertically operating scissor for the operation [8]. By that mean is the method used to pluck has to be right and the tool used must suitable in process in a longer time.

2.2 Theory/Concept

Nowadays, many technologies have been used in eateries but have not yet reached a satisfactory level. Increasing the quality of life and enhancing the existing design by innovating it to another level has been the generic objective for each and every one of them. Fruit are usually being pluck or using manual fruit picker. But using those technique will consume a lot of time and also energy burn. People will mostly prefer:

- Less energy used
- Less time it took
- The condition of the fruit

2.3 Existing concepts

Pull-type picker and trigger- type picker both using claw to pluck the fruit. The pull- type picker has basket to hold the fruit from falling to the ground. The trigger-type only can pluck one fruit at a time which need the attention for it. The motorise mechanism can be attached to the design.

2.3.1 Pull-Type Picker

The first design is the pull-type picker. The concept of the first design is the fruit is been pulled using sharp claw and drop inside the basket. The fruit capacity is large using this picker which is 9-10 pieces per minutes. Figure 2.1 shows the pull-type picker.



Figure 2.1 Pull-type picker

2.3.2 Trigger-Type Picker

The second design is the trigger-type picker. The concept of the second design of the fruit is the fruit is pulled by the three- hand claw one by one. The fruit capacity is small which will fit only one fruit at a time. Figure 2.2 shows the Trigger-type picker.

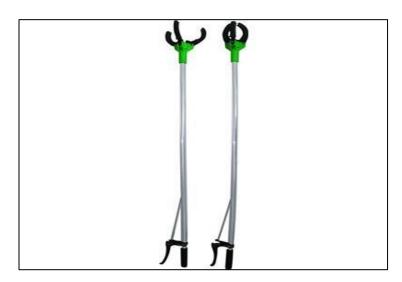


Figure 2.2 Trigger-type picker

2.3.3 Universal Fruit Picker

The present invention relates to a universal fruit picker for picking fruit. The conventional pickers are limited in use and can pick, for instance, only apples or only pears, and they cannot be used for picking other kinds of fruit without damaging them. Such devices mainly consist of a bag, made of light cloth, fixed to the lower edge of a toothed sheet frame, which is, in turn, fixed to the end of a wooden pole up to four meters long. A different type of picker consists of a bag the opening of which is held by a frame, which is fixed to the pole, with a pair of vertically operating scissors, positioned above the bag opening. The picker operator brings his pole, with the scissors on its upper end, to the selected fruit and aims the picker in such a direction as to position the bag opening below the fruit, and the tooth blades or scissors against the stalk. Figure 2.3 shows the image of Universal fruit picker.

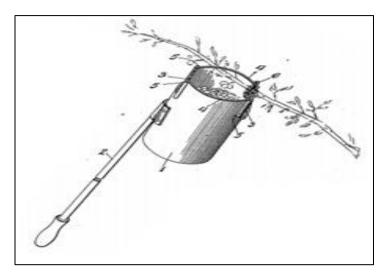


Figure 2.3 Universal fruit picker

2.4 Summary of Chapter

Summary focus of this chapter is to design and build a fruit picker for workers to pluck fruits. The current fruit picker is an improvement over the old one. Overall obtained from this chapter is an experiment that will be made referring to the sources of previous studies to complete the work done. Hence, by studying the past design and

synchronize with the needs and demands of the current will improve the new design or innovation of the engineers.

CHAPTER 3 METHODOLOGY

(Prepared by Muhammad Firdaus Bin Mohd. Masror)

3.1 Introduction

In this chapter the research method has been clarified to conduct this study. The research methodology is a thorough planning in terms of project progress this final semester. To smooth the journey of this final year project, the methodology must be structured as best as possible, the end result of the study will get the requirements of the problem to be solved. Therefore, it is very important to know and understand more each process found in the structure of the study methodology.

The purpose of this chapter is to design methodology of the research approach through mixed types of research techniques. The research approach also supports the researcher on how to come across the research result findings. In this chapter, the

general design of the research and the methods used for data collection are explained in detail. The first part gives a highlight about the dissertation design. The second part discusses data collection methods. The purpose of this section is to indicate how the research was conducted throughout the study periods.

Research methodology shows the path through which these researchers formulate their problem and objective and present their result from the data obtained during the study period. This research design and methodology chapter also shows how the research outcome at the end will be obtained in line with meeting the objective of the study. This chapter hence discusses the research methods that were used during the research process. It includes the research methodology of the study from the research strategy to the result dissemination.

A very significant decision in the research design process is the choice to be made regarding research approach since it determines how relevant information for a study will be obtained. The design used field observation at the selected industrial sites. The research methodology and design indicated the overall process of the flow of the research for the given study.

3.2 Flow Chart

The research process begins with the identification of problem that consider the process and techniques of application in design. Next, clarify the objective in research to ensure the final product meet the expectation. Furthermore, planned the material purchase to match the need of product and to avoid unnecessary purchase. Thirdly, the method selection procedure underlying the tool is based on a set of criteria, categorized in a sequence that matches the practitioner's knowledge about a project

In addition, the fabrication is the act of taking raw stock material and turning it into a part for use in an assembly process. After that, runs test is a statistical procedure that examines whether a string of data is occurring randomly from a specific distribution. It also, analyses the occurrence of similar events that are separated by events that are different. Next, data analysis is the process of applying statistical or logical technique to describe and illustrate, and to evaluate data.

Last but not least, the discussion was made to connect results of research to meet the expected conclusion. Next, the researcher needed to archived all the data in report writing. Lastly, all the data that has been collected during the development of project are finalised to the conclusion section.

In conclusion, this chapter is crucial to this study and it should give the ready a clearer vision of the method behind this project. It also gives a researcher a guideline for their studies.

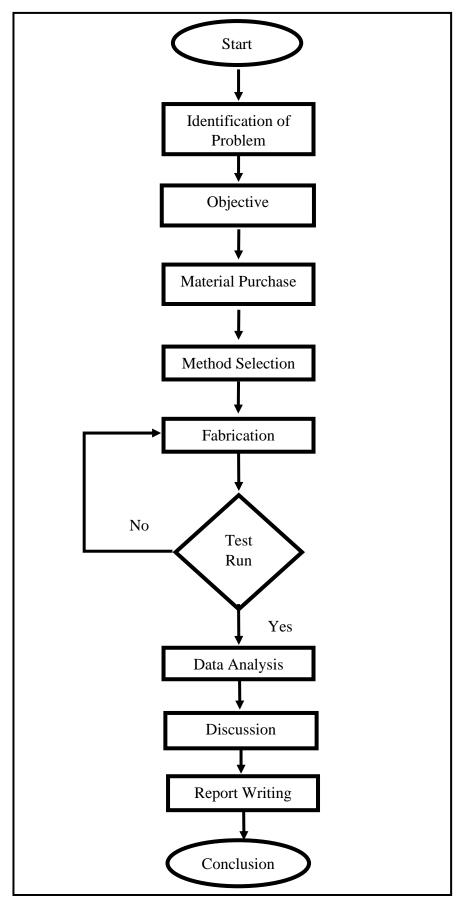


Figure 3.1 Research methodology

3.3 Product design

Fruit picker is a vast improvement of the traditional pull-type picker and the other type of fruit picker with a low-cost and high-efficiency portable fruit picker [10]. Fruit picker has lots of additional features which are efficient and improve the quality of life in aspect of human ergonomic movements. This included the development of design consideration and concept based from the evaluation of the existing picker. The target harvesting capacity was 15 pieces per minutes. The highly efficient and portable fruit picker not only has high picking efficiency, small size, easy to carry, but also works stably and is suitable for picking a variety of fruits [10]. Modification of the frame, cutter and handle/pole was done to improve its efficiency.

3.3.1 Material Selection

i. Hollow Aluminium Tube

Hollow aluminium tube is used because it is very light considering that the product has to be a one person job. This item has the density of about $\frac{1}{3}$ of steel $(2.7g/cm^3)$ [9]. That is why it is very easy to handle and also has a great stability. Aluminium also will increase strength with cold weather while retaining its toughness, something steel does not do [9]. Hollow aluminium tube is shown in Figure 3.2.



Figure 3.2 Hollow aluminium tube

ii. Coated Wire

Compared with other non-precious metals, copper wires can handle a wider load of electrical power, allowing it to use less insulation and armouring. They have high resistance to heat, eliminating most issues of overloading. Copper wire is also resistant to corrosion. Figure 3.4 below shows the coated wire.



Figure 3.3 Coated wire

iii. Motor

DC motor has higher starting torque, quick starting and stopping, reversing, variable speeds with voltage input and they are easier and cheaper to control. Demand is growing for 12 and 24V motors to support solar, marine and portable (truck mounted) equipment which DC technology readily supports. DC technology is more cost in general for lower horsepower applications. Motor DC is shown in Figure 3.5.

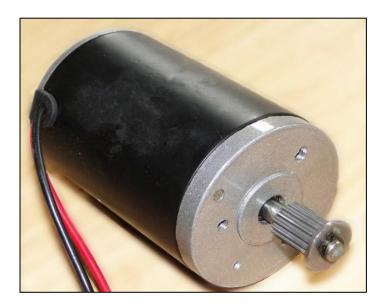


Figure 3.4 Motor DC

3.4 Analysis

By analysing the design, Fruit picker with a better version than the previous, based on how we redesign it. Current fruit picker usually depending on the sharpness of the picker. With only depending on the sharpness of the scissors, we have to use human energy more than the device itself. Also, the current fruit picker will be able to collect a few of the fallen fruits.

As most know, the fruit picker that is out there were made of material that is heavy weight such as wood to hold the load of the fruit. This will make the rod of the fruit picker that should support the weight of the fallen fruit unbalance. So, with the combination of design, we build the rod with hollow aluminium tube which to handle the load.

Next, the current fruit picker that is in the market were just a long straight bar of rod. With the fruit picker, the rod could be adjustable according to the height of a tree. The 2m length rod can reach out every fruit tree with the suitable fruit to pluck.

3.5 Prototype

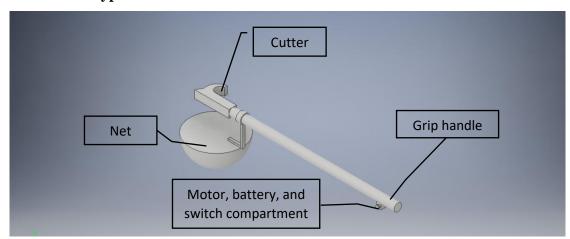
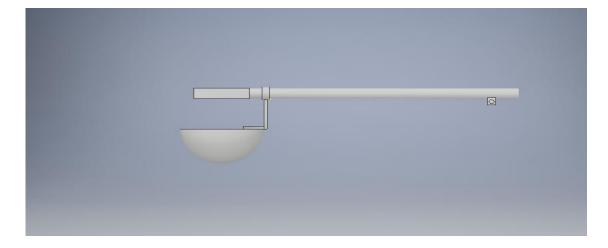
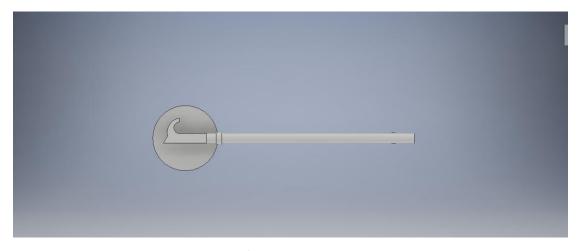


Figure 3.5 Isometric view

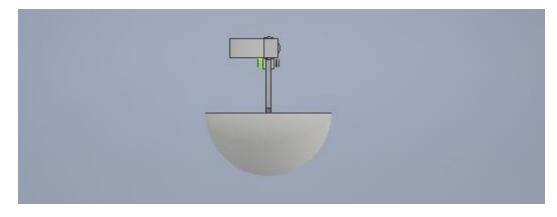


(a) Side view

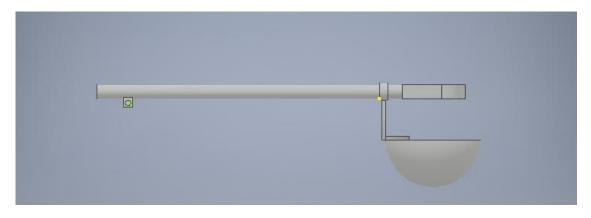


b) Top view

Figure 3.6 Final design (a) Side view and (b) top view



a) Front view



b) Side view

Figure 3.7 Final design (a) front view and (b) side view

3.6 Summary of Chapter

The chapter provides descriptive and in-depth discussion of the methods involved in the research of the current study. The current study is looking towards a quantitative approach that takes into account positivism as its philosophical undertaking, using deductive reasoning for its interpretive approach.

CHAPTER 4

RESULTS AND DISCUSSION

(Prepared by Eliscia Edna anak Tony)

4.1 Introduction

As it is indicated in the title, this chapter includes the result and discussion of the dissertation. After the device was built is as subjected to a series of specification. In addition, tests were also done to determine the maximum allowable weight the fruit picker could withstand which first functioning the way it was designed too.

4.2 Fabrication and Installation

The fabrication process comprises of assembling a rod with a motor that act as machinery device. Fabrication process start with attaching the pulley with pipe clamp at the top part of the rod. Then, the net is tied to a rope that is attached with the pulley. The bottom panel section such as the battery case, rope winder and DC motor is clamped with pipe clamp and glued together. The whole process is depicted in Figure 4.1.

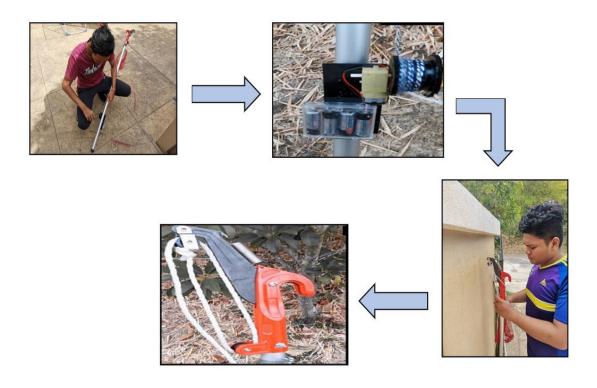


Figure 4.1 Fabrication and Installation Process

4.3 End Product

The functionality of the Fruit Picker is tested before adding finishing. The finished product is shown in Figure 4.2.







Figure 4.2 Finished Product

4.3.1 Verification

After the product has been assembled correctly, it was tested in real life usage to measure the functionality of the product. The test was conducted and the result are

the fruit picker was passed all the checklist. In conclusion, the product had the testament to be properly working.

4.3.2 Product testing

After the Fruit Picker was assembled, it was subjected to a test. During the test, observations were made with respect to the load and its effects on the rod and the adjust the angle of the fruit picker.

After the device was built it was subjected to a series of vigorous testing to determine if it met the design specification/ requirements. In addition, tests was also done to determine the maximum allowable weight the fruit picker could withstand which 1st functioning the way it was designed.

4.4 Component in Fruit Picker

Table 4.1: Component in Fruit Picker

i. Net and Pulley System

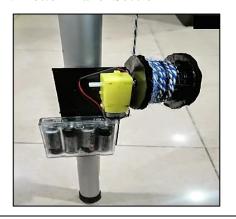
The use of pulley to raise the net. The light net is used to minimized product weight. The net can be lowered slow and safely.

ii. Rod Adjuster

Hose clamp used to attach and seal the adjuster into the fitting.



iii. Bottom Panel Section



The bottom panel section consists of battery case, switch and DC motor. Battery as a source of energy for the motor. Electronic components increase the level of efficiency product.

4.5 Response Rate

The survey conducted with 27 questionnaires given to Polytechnic students of four departments in Malaysia.

4.6 Result Analysis of Questionnaire

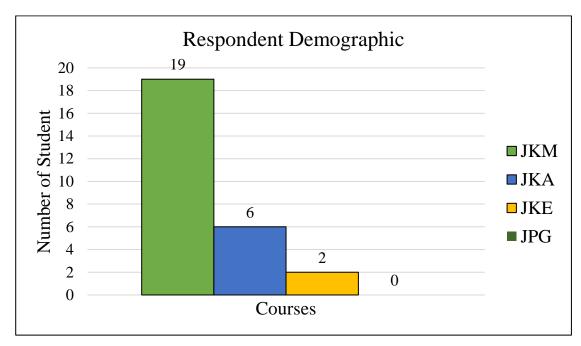


Figure 4.3 Respondent Demographic

There were total of 27 respondents with 19 (70.4%) from JKM department, 6 (22.2%) from JKA department, 2 (7.4%) from JKE department and 0 (0%) from JPG department of Polytechnic.

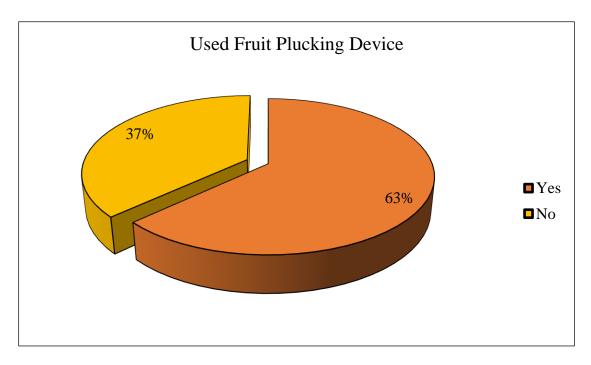


Figure 4.4 Percentage of Fruit Plucking Device

The chart above shows the usage of fruit plucking device. According to the chart, 17 (63%) respondents have once or more used fruit plucking device while 10 (37%) have not used fruit plucking device.

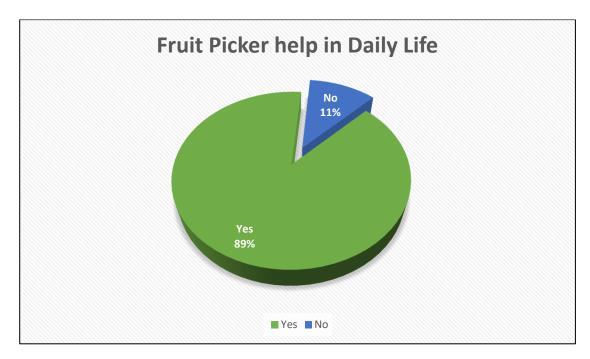


Figure 4.5 Percentage of using Fruit Plucking Device helped in Daily Life

The pie chart above ratifies the percentage of usage of fruit picker do help in daily life. Majority of the respondent were agreed that fruit picker does help in daily living with 89% and 11% disagreed with the statement.

4.7 Data Analysis

The Fruit Picker has been tested by plucking fruit from a tree to assess the capability of the cutter. The common fruit picker took a bit longer time adjusted target while the Fruit Picker only took seconds. The basket was useful as it can filled most of the harvest product in one go without any damage. Table 4.2 shows the number of fruit harvest in 1 minute.

Table 4.2: Number of Fruit Harvest in 1 minute

Type of Fruit Picker	Number of Fruit Harvest in 1 minute
Pull-type picker	9-10
Trigger-type picker	7-8
Universal picker	7-8
Fruit Picker	13-14

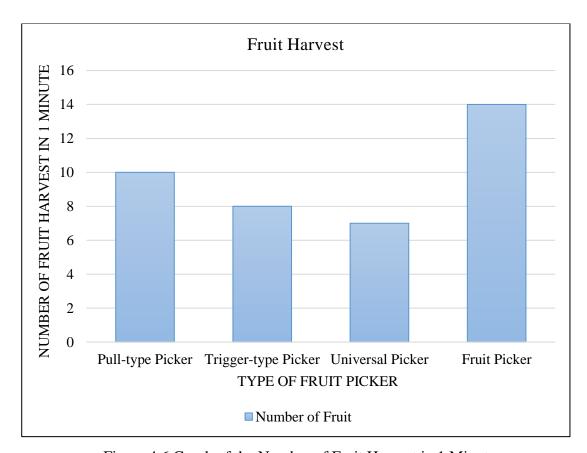


Figure 4.6 Graph of the Number of Fruit Harvest in 1 Minute

Figure 4.6 shows the graph of the number of fruit harvest in a minute. Existing fruit plucking device plucked lesser fruit than Fruit Picker which is the Pull- type pluck 10, the Trigger-type at 8, the Universal picker was 5 and the Fruit Picker 14. As above mentioned, there were several factors to be included which affected the number of fruits been plucked. The factor that affected as shown in the graph is the weight of the pole,

where the heavier the pole is the lesser fruit plucked by the picker device. The imbalance pole due to the weight of the pole causes the time taken for fruit plucked longer.

CHAPTER 5

BUSINESS PLAN OUTLINE

(Prepared by Eliscia Edna Anak Tony)

5.0 Executive Summary

Green Forest Enterprise is a company that produces innovation projects targeting Small Medium Industries (SMIs). Green Forest Enterprise selling fruit plucking device that is Fruit Picker. It is situated at Seksyen 9, Shah Alam, Selangor.

5.1 Introduction

Name of the company : Green Forest Enterprise

Nature of business : Sale Fruit Picker

Location of business : Seksyen 9

34 Jalan Ungu, U9/32A Sunway Kayangan, Seksyen 9,

40150 Shah Alam, Selangor

Date of commencement : December 2019

5.1.1 Factor in selecting the propose venture

a. Convenient

Its is very light in weight and does not need a lot of space to keep.

b. Promote Innovation Product

Help to persuade local product and to promote TVET innovation.

5.1.2 Future prospect of the business

The company targeting the orchards, greenhouses and also nurseries.

5.2 Purpose of Preparing the Business Plan

Having a business plan minimizes your risk. It will help you set achievable goals

and milestones. Share and explain business objectives with your management team,

employees and new hires. Identify, describe and analyse a business opportunity and/or

a business already under way, examining its technical, economic and financial

feasibility.

5.3 Business Background

Name of business : Green Forest Enterprise

Address of business : 34 Jalan Ungu, U9/32A Sunway Kayangan,

Seksyen 9, 40150 Shah Alam, Selangor.

Telephone number : 018-2037650

E-mail address : abutorres1234@gmail.com

Form a business ownership : Partnership

Main business activities : Mechanical/Electrical

Date of commencement : 13 December 2019

Date of registration number : 25 October 2020

Equity contribution (cash/asset) : RM 330.00

Name of bank & account number : *Maybank* 161163024125

28

5.4 Background of Partner

5.4.1 Partner 1

Name : MUHAMMAD SYAFIQ IZADI BIN JUMAT

Identity card number : 001017-01-1529

Address : No.21, Jalan Limau, Tama Paya Jaras Permai, 47000

Sungai Buloh, Selangor

Telephone number : 018-2037650

Email address : abutorres1234@gmail.com

Date of birth : 17 / 10 / 2000

Age : 21 years old

Marital status : Single

Academic qualification : Diploma in Mechanical Engineering

Course attended : Project 2

Skills : Good in Autodesk, Autocad & Inventor

Present occupation : Student in Politeknik Sultan Salahuddin Abdul Aziz

Shah

Capital contribution : RM 110.00

5.4.2 Partner 2

Name : MUHAMMAD FIRDAUS BIN MOHD. MASROR

Identity card number : 000707-10-0655

Address : No.21 Jalan Semarak 2 Bandar Utama, Batang Kali

44300 Selangor.

Telephone number : 014-9440363

Email address : firdausmixs@gmail.com

Date of birth : 07 / 07 / 2000

Age : 21 years old

Marital status : Single

Academic qualification : Diploma in Mechanical Engineering

Course attended : Project 2

Skills : Good in maintenance

Present occupation : Student at Politeknik Sultan Salahuddin Abdul Aziz

Shah

Capital contribution : RM 110.00

5.4.3 Partner 3

Name : ELISCIA EDNA ANAK TONY

Identity card number : 000222-13-0530

Address : LOT 1368, Goldhill Estate, Jalan Bidi,

94000 Bau, Sarawak

Telephone number : 012-8989028

Email address : elcdn.2202@gmail.com

Date of birth : 22/02/2000

Age : 21 years old

Marital status : Single

Academic qualification : Diploma in Mechanical Engineering

Course attended : Project 2

Skills : Good in financial management and business marketing

Present occupation : Student at Politeknik Sultan Salahuddin Abdul Aziz

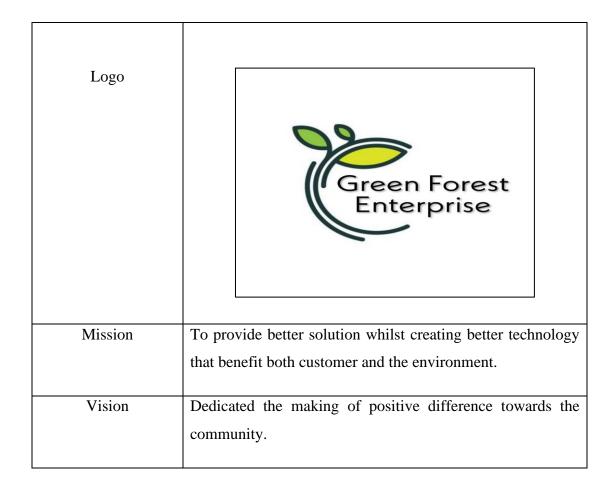
Shah

Capital contribution : RM 110.00

5.5 Organization/ Management/ Administration Plan

5.5.1 Logo, Mission, Vision & Objective

Table 5.1: Logo, Mission, Vision & Objective



Objective	To design and develop a fruit picker with ease of use
	in mind.
	To fabricate a fruit picker.
	• To minimize time used in picking fruit.

5.5.2 Manpower Planning

Currently, Company only have 3 workers as shown in Table 5.2;

Table 5.2: Manpower in Company

Position	Number of Personnel
Manager	1
Technician	1
Financial/ marketing	1
Executive	
Literative	

5.5.3 Organization Chart

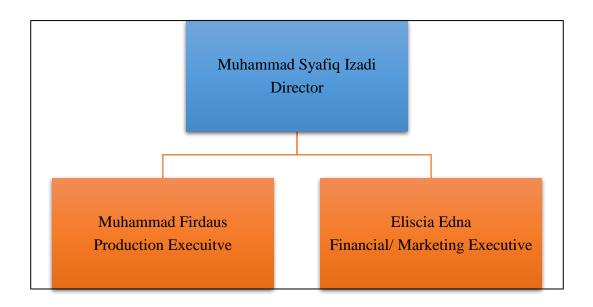


Figure 5.1 Organization Chart of Green Forest

5.5.4 Schedule of Task and Responsibilities

Table 5.3: Responsibilities Description

Task	Responsibilities Description
Director	 Continually plan ways to increase the company's profitability and stay on top of progress. Sets policies and strategic direction for the business for the near term and the foreseeable future.
	Oversees the company's activities

Production Executive	 Responsible for managing its resources, developing and implementing an operational plan and ensuring that procedures are carried out properly. Managing procurement and resource allocation
Financial Executive	 Playing a vital role in the company's strategic initiatives. Controller, handling everything relating to cash flow and financial planning.
Marketing Executive	 Attract more customers to buy from the company and to raise brand awareness through creation of marketing. Lead product promotion initiatives. Managing the promotion and positioning of a brand or the products and services that a company sells.

5.6 Marketing Plan

5.6.1 Target Market/ Market Segmentation

a) First segment

Personal employees in need of assistance of fruit plucking.

b) Second segment

Someone in need of fruit plucking device with their greenhouses or nurseries.

5.6.2 Competitors (Strengths/ Weaknesses)

Table 5.4: Strengths and weaknesses of competitors

Competitors	Product	Strengths	Weaknesses
Palm King Marketing Sdn. Bhd	Loose Fruit Picker	 Light and convenience Suitable for all type of field conditions. Expedite the picking process. 	Unable to picker up many fruits at a time.

5.6.3 Marketing Strategies

The marketing strategy that used by Green Forest Enterprise are based on 4P's;

- i. Product
- ii. Price
- iii. Place
- iv. Promotion

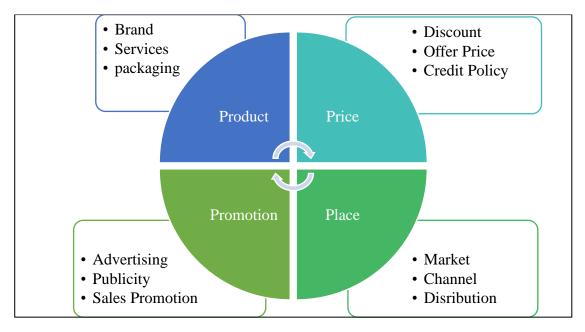


Figure 5.2 Market Strategy

Table 5.5 shown the marketing strategy by Green Forest Enterprise.

Table 5.5: Marketing Strategy based on the 4P's

Criteria	Description
Product and service strategy	Produce better qualities.Provide delivery service for customer.
Pricing strategy	 Affordable price to guarantee maximum purchase. Reasonable price for all community.
Location strategy	 Located in the city where there are development and industry. Nearby the capital city.

	T
Promotion strategy	• Using online platform like website
	advertisement promotion in Youtube
	and Google site.
	Using social media such as Instagram
	and Facebook.
	• Using flyer/ news to promote product.
	Will get warranty cashback if there is
	damage.
I	

5.6.4 Operational Objective

An operational objective is a measurable short-term goal that assists a company in obtaining long-term goal. Operational objectives are usually evaluated using performance measures that help a company determine whether it is on track or off course. It is important to a company which is a highly detailed plan that provides a clear picture of how a team, section or department will contribute to the achievement of the organisation's goals. It should be clear and well defined. It must be measurable if it is to be successful. Without an operational plan, team members can lose sight of their tasks, budgets can skyrocket and pandemonium can ensue. There are a few operational objectives has been highlighted:

i. Cross-sell more Products

The company have to focus on selling more products to more customers. The strategy acknowledges that the company already have the customer but can make money by selling the product more.

ii. Attract and Retain the Best People

The company need a good plan regarding who needed to hire, how many hires needed, and what the biggest challenges with regard to retention are.

iii. Achieve the Quality of Product

Improving quality as an operational objective helps improve sales, strengthen a brand and decrease returns and the costs associated with repairs and makegoods. Introduction a quality control inspection to capture and fix defects.

iv. Best service

The strategy indicates owner want the customers to consider the company easy to deal with. Customers may choose to work with the company even if the company have a product similar to the competitors—simply because the service is better.

5.6.5 Operational Process

Figure 5.3 shown operational process of business;

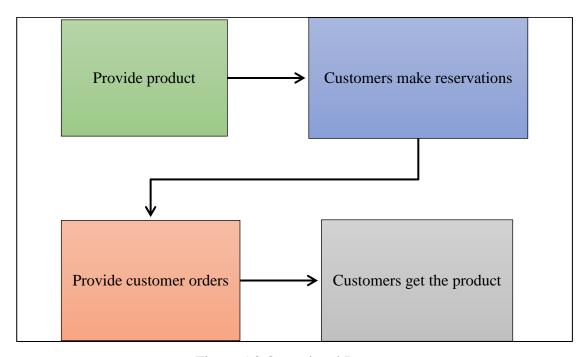


Figure 5.3 Operational Process

5.7 Location of Operation

34 Jalan Ungu, U9/32A Sunway Kayangan, Seksyen 9, 40150 Shah Alam, Selangor.



Figure 5.4 Location of Green Forest Enterprise

5.8 Conclusion

GREEN FOREST ENTERPRISE main product is a Fruit Picker and its main consumer's targets are orchard lander and household which is plucking fruit. Green Forest Enterprise can compete well with other similar business as well. In connection with that, the company are aiming to provide service according to the customers need and desire. The business will continuously make concentrate in the business strategies, especially in term of marketing to ensure that the business is well known to the costumers.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

(Prepared by Muhammad Firdaus bin Mohd. Masror)

6.1 Introduction

Fruit Picker are the result of various research and development that has been managed to pursue the project goal and become most polished product of it legacy. The end project was targeted to meet it purpose to bring convenience to people. More detail explained in this chapter regarding the structure of the product.

6.2 Conclusion

In a nutshell, all the objectives in this project are obtained. Through this project, it helps develop creativity in creating a project and modify existing project to be more energy efficient working with new method of fabrication. The fruit picker provided also

a positive impact to users with time saving and more efficient. The effectiveness of the project used during harvesting fruit indicates that the project has the potential to be expanded to an external agency to further enlarge its usage. It is recommended that the promotion to be carried out for commercialization purposes. In a nutshell, the objective of this project has been achieved as a user friendly fruit picker has been designed and fabricated. The design also has been proven to be comfortable and user friendly. The time used to harvest fruit also has been minimized.

6.3 Recommendation

Fruit Picker is based from discussion from three people. Based on the review, it is evident that there are gaps in the previous researches which should be contemplated. Below are few further researches recommended to improve this project, which are:

- i. Attached the powerful motor
- ii. Make the rod more light and friendly user
- iii. Safety element on the cutter section

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APPENDICES

APPENDIX A1 Gantt Chart 1

APPENDIX A2 Gantt Chart 2

APPENDIX B Cost and expenses

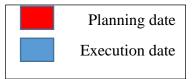
APPENDIX C PITEX Poster

APPENDIX D Questionnaire Survey Form

TIMEFRAME FOR FINAL YEAR PROJECT 1

Table 1: Gantt Chart 1

Week	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15
Activity															
Final project briefing by lecturers and coordinator															
Ideas and initial sketches brainstorming with chosen supervisors/lecturers															
Objective															
Theoretical studies															
Detailed hand sketches															
3D model with Autodesk Inventor															
Material and costing survey/Buying/Collecting															
Fabricate/Modifying the project															
Project presentation/exhibition															
Proposal report submission															



TIMEFRAME FOR FINAL YEAR PROJECT 2

Table 2: Gantt Chart 2

Week	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15
Activity															
Abstract															
Finishing Product															
Product testing															
Registration MyIpo															
Innovation Report and PITEX Video															
-															
Report submission															
Project presentation/exhibition															



APPENDIX B

Budget Calculation

Table 3: List of Materials and Approximate Expenses

No.	Materials	Price /unit	Quantity	Total		
		(RM)		(RM)		
1.	Metal Hanging Basket	10.50	1	10.50		
	(300mm)					
2.	Coated Wire	3.30	2	6.60		
3.	Hose Clamp (12pcs)	2.90	2	5.80		
4.	Tree Pruner Pole (3m)	123.00	1	123.00		
5.	Pulley (12mm)	9.00	1	9.00		
6.	Hollow Aluminium Tube	12.00	1	12.00		
	·		Grand Total	166.90		

APPENDIX C



FRUIT PICKER

Nama Ketua Kumpulan : Muhd. Shafiq Izadi Jumat Nama Ahli Kumpulan 1 : Muhd. Firdaus Mohd. Masror Nama Ahli Kumpulan 2 : Eliscia Edna Tony

Institusi: Politeknik Sultan Salahuddin Abdul Aziz Shah







PENERANGAN INOVASI

- harvesting tools used to increase harvesting capacity and reduce damage
- lots of additional features which are efficient and improve the quality of life
- · proven to save time
- · adjustable and accessible

IMPAK INOVASI

- · Can be used by anyone
- · Use small space to store
- · Affordable

OBJEKTIF

A few objectives have been highlighted:

- To design and develop a fruit picker with ease of be in mind
- To fabricate a fruit picker
- To minimize time used in pickling fruit

PRONT (0.17) FRONT (0.17) SIDE (0.17)

APPENDIX D

Fruit Picker Final Year Project Survey. Kami daripada kelas DKM5A telah melaksanakan projek fyp FRUIT PICKER dan kami memerlukan maklum balas dari anda. *Required	Kumpulan kami menjalankan satu projek untuk menambah baik ciri fruit picker sedia ada, sebagai pengguna adakah anda menyokong produk ini ?						
JABATAN PENGAJIAN * IKM IPG IKE IKA KELAS * Your answer	O Ya O Tidak Adakah anda sebagai pengguna, berminat untuk mencuba alat ini jika diberi peluang ? * O Ya O Tidak						
Pernahkan anda melihat alat pemetik buah (fruit picker) *	Jika anda mempunyai kebun buah- buahan, adakah alat fruit picker ini membantu pekerjaan anda ? * Ya Tidak						
Pernahkah anda mempunyai pengalaman menggunakan alat fruit	Tahukah anda, produk fruit picker ini mempunyai motor untuk membolehkan jaring penangkap buah diturun & dinaikkan tanpa menngunakan tenaga fizikal. Batang galah juga boleh dilaras supaya dapat meningkatkan tahap mudah alih						
picker ? * O Ya O Tidak	Sebagai pengguna adakah anda mempunyai sebarang cadagan berkaitan produk ini ? jika ada isikan ruangan dibawah.						

