

## **SURVIVAL KIT ITEM NINE**

### **Muji Cookie Cutter**

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#### **Item Description and Preparation**

- Two Muji cookie cutters.
- Preparation:
  - The product can be brought into the classroom and pass around for students to have a look and feel.

#### **Some Possible Topics for Discussions**

##### *Product Design and Usage*

- The product design is relatively simple. Yet many women and homemaker have complained that they are not able to find this product. Why? Did companies find no demand for such products?
- There are many uses for the product. It can be used to cut cookies, but others have suggested that it can also be used to cut sandwiches or jellies. What other related uses (in the kitchen) can you suggest? What other unrelated uses (at work or in the classroom) can you suggest?
- There can be many variations to this basic product. One core idea is the alphabets. This is useful when you are thinking of making cookies which can be combined to form a child's name, or to convey other messages such as 'Happy Birthday'.
- Another idea is to make cookies which can be formed into puzzles:



- Will many mothers use this product? Will there be concerned that children will play with their food if presented in such interesting patterns (such as the puzzle above)? How can this concern be overcome?

#### *Basic Attributes*

- What are the basic attributes of such a product?
- The product is to be used in the kitchen, so hygiene is most important. It must be easy to clean and not easily rusted.
- It must also maintain its basic shape so you can see that it is reinforced at the top so it won't go out of shape.
- As a cutter, it must be sharp. The bottom part of the cutter is single layer and sharp enough to cut cookies, sandwiches or jellies.

#### *Target Market and Buying Roles*

- This product is targeted mainly at women, mothers and homemakers but can include teachers. This group acts as buyer and user.
- The product is bought mainly to make cookies or other objects more interesting to children. The children may act as influencers.

NOTE: The suggestions for the use of the item above are only guidelines. I have deliberately written this note in outline form, so you can vary some of the ideas or try other ideas. I have not provided detailed descriptions or suggestions as I do not wish to bog you down with reading of unnecessary details. You can provide your feedback on the use of the above item for classroom discussion to McGraw Hill or myself ([laugeoktheng@hotmail.com](mailto:laugeoktheng@hotmail.com)) so we can decide whether to include this item for future editions of the book and if yes, how to modify the suggestions for its use in the classroom.