

Product Development Policy

1. Policy Statement

- 1.1. This policy is intended to help Mya Ayer Group of Companies (MAG) to be progressive, innovative and expand on regular basis in products, market and revenue, as well as for Myanmar to save import costs and more export earnings.

2. Product Development Team (PDT)

- 2.1. The Product development team (PDT) will consist of (in step by step approach) –
 - 1) R&D Manager (Part-Time)
 - 2) QA Supervisor
 - 3) Procurement & Purchase Manager
 - 4) Marketing Manager
 - 5) Sales & Distribution Manager or Supervisor
 - 6) Administration Manager
 - 7) Factory Manager or Deputy Factory Manager

3. Responsibilities & Authority

- 3.1. The following members will be responsible for –
 - 1) R&D Manager (Part-Time) – Responsible for Developing Product Contents, Quality and Shelf life.
 - 2) QA Supervisor – Responsible for assisting R&D Manager in successful development of product contents.
 - 3) Procurement & Purchase Manager – Responsible for sourcing needed Raw and Packaging Materials and calculating costing details of the product.
 - 4) Marketing Manager – Responsible for Brand Name, All Designs, Packaging Choices
 - 5) Sales & Distribution Manager or Supervisor – Responsible for survey and research of market data and sale opportunities.
 - 6) Administration Manager – Responsible for securing Necessary Documents for new Product
 - 7) Factory Manager or Deputy Factory Manager– Responsible for choosing layout, machinery, processing step by step plans.
 - Note that although each member has their own responsibilities, all will consult widely and thoroughly with each other either one on one and in

meetings, and the decisions shall be taken by group meeting and final choice and approval by MD or a Director designated by MD.

4. Minimum Product Required to Develop

- 4.1. The team will work on the new product ideas provided as guidelines by MD for every year or ideas presented by the team and approve by MD.
- 4.2. The team will work on at least 4 new products per year with minimum 2 successful products distribute to the market.
- 4.3. The team will review for innovation and improvement of at least 2 existing products per year that has been in market for 3 years since first distribution date.

5. Record

- 5.1. All the record of meeting, tests, samplings, surveys, etc. will be kept in good order at all time in a folder with the product name, inside the R.D & QC Lab room.

6. Confidentiality and Non-Disclosure

- 6.1. All member of staffs involve in product development will respect and maintain the past, present and future- recipe, combination, ideas and all things related to MAG either at office, resignation, termination or in all circumstances.
- 6.2. Those who break the policy shall be severely dealt with to the point of prosecution.