



COCOCLOUD BITES BY COCOLAB

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1.0 Executive Summary

1.1. Brief description of the business and product concepts



Figure 1.1.1. Logo of company

CocoLab was established in January 2024 by Miss Nur Syuhadah Hassim, and it is a company that manufactures nougat using coconut dregs to decrease waste as one of the components in their main confectionary product, CocoCloud Bites. The firm is co-owned and managed by five (5) devoted partners from varied backgrounds, with each of us holding managerial roles in the company.

Cocolab takes a unique approach to nougat manufacture by integrating coconut dregs, solving the pressing issue of food waste in a tasty and ecological way. Coconut dregs, a byproduct of coconut processing, are sometimes disregarded, but Cocolab has harnessed their potential to produce a unique and environmentally beneficial nougat. CocoCloud Bites not only fulfil the sweet desires but also help to reduce food waste, making it an ecologically conscientious decision.

One-bite size signifies a dedication to neutralising food waste by repurposing wasted coconut dregs into a tasty, guilt-free snack. CocoCloud Bites combines convenience with mindful consumption, providing a moment of pure enjoyment that aligns with the concept of responsible indulgence. Every reason to appreciate CocoCloud Bites, from the rich texture to the tropical hints, is encompassed in a single, delightful bite.

1.2. The target market and projections

CocoCloud Bite's target market consists of students, working people, and the public aged 18 to 55. Due to CocoCloud Bites being sliced into bite-sized pieces, they are easy to share with friends or classmates at a reasonable price and this might be a pleasant and social aspect of snacking, promoting a sense of community. The target audience then shifts to

customers with hectic schedules who are always looking for convenient and portable snack options. CocoCloud Bites will be packaged in convenient and portable sizes, satisfying the need for tasty and creative on-the-go snacking options. In addition, customer approval and the introduction of CocoCloud Bites may have an impact on the traditional nougat industry. Customers who respect sustainability and unusual flavours may gravitate towards these creative items.

As for projections, it consists of five (5) elements to assist CocoLab's growth which are sales projections, expense projections, balance sheet projections, income statement projections, and cash flow projections. Sales and marketing will cost RM 3300 monthly, whereas total equity and liabilities are estimated at RM 42 1816 in 2024, whereas net income after tax should be RM 30 2233, also by the end of 2024, the cash should be around RM 56 717.

1.3. The competitive advantages

Cocolab has numerous significant competitive advantages that distinguish it as a confectionary market leader. First and foremost, our creative use of coconut dregs in the creation of CocoCloud Bites not only results in a distinct and delicious flavour profile but also distinguishes us as sustainability pioneers. This focus on eliminating food waste complements the rising consumer desire for eco-friendly products, giving Cocolab a distinct selling point. Furthermore, our commitment to high-quality ingredients, excellent craftsmanship, and a varied choice of flavours guarantees that CocoCloud Bites provide an exceptional taste experience. Cocolab's strategic market development, successful alliances, and emphasis on social responsibility all add to our competitive advantage. As we continue to innovate, promote sustainability, and delight customers with our outstanding goods, Cocolab is positioned to preserve and strengthen its position in the competitive confectionary business.