



UNIVERSITI
TEKNOLOGI
MARA

ICEBIV

3rd International Competition of Entrepreneurship Business Innovation

**“ Promoting Innovative Entrepreneurship for a Sustainable Economy:
Pioneering Tomorrow’s Business Models”**



EXTENDED ABSTRACT

UiTM *di hatiku*

اوسها تقوى موليا



EXTENDED ABSTRACT



"Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Models"

5th September 2024

In the joint collaboration involving:

Faculty of Business and Management,
Universiti Teknologi MARA Kedah Branch,

Faculty of Economics and Business,
Universitas Islam Bandung, and

Malaysian Academy of SME &
Entrepreneurship Development (MASMED)



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalammu'alaikum Warahmatullahi
Wabarakatuh.. Salam UiTM Dihatiku..

It is with immense pride and enthusiasm that I welcome you to the 3rd International Competition of Entrepreneurship Business Innovation (iCEBIV) 2024, hosted by the Faculty of Business and Management, UiTM Kedah Branch. This prestigious event is organized in collaboration with the Malaysian Academy of SME & Entrepreneurship Development (MASMED) and the Faculty of Economic and Business, Universitas Islam Bandung (UNISBA), Indonesia. This competition exemplifies our deep commitment to advancing creativity, entrepreneurship, and a spirit of innovation among our students and the wider community.

In today's rapidly evolving world, the ability to innovate has become a fundamental necessity rather than a mere option. Our institution understands the critical importance of innovative thinking in propelling economic growth, addressing urgent societal challenges, and paving the way for a sustainable future. This competition is designed to encourage participants to think critically, challenge conventional ideas, and develop groundbreaking solutions that can leave a meaningful impact in various areas.

This competition is not merely a challenge; it is a valuable platform for learning, collaborating and exchanging ideas. It brings together talented individuals from diverse disciplines, fostering an innovative culture that extends beyond academic boundaries. We encourage our students to apply their knowledge, channel their creativity, and turn their ideas into actionable business solutions.

As the Rector of UiTM Kedah Branch, I am deeply committed to supporting initiatives that help students reach their full potential. This competition provides them with a unique opportunity to showcase their abilities, gain critical experience, and establish networking that will be instrumental in their future careers. I am confident that the skills and insights gained from this experience will empower them to excel in an increasingly competitive and dynamic global landscape.

I would like to extend my heartfelt thanks to everyone who has contributed to the success of this event, including our dedicated faculty and staff, esteemed judges, sponsors, and partners. Your unwavering support and commitment have been integral to the successful realization of this initiative.

To all participants, I urge you to approach this competition with passion, creativity, and determination. This is your moment to shine, to challenge the limits of what is possible, and to create a lasting impact. Regardless of the outcome, your participation itself is a significant achievement, demonstrating your commitment to innovation and excellence.

Let us come together to make this competition a celebration of ideas, creativity, and the entrepreneurial spirit that embodies UiTM and UNISBA. I wish you all the best in your endeavours.

With warmest regards,

Profesor Dr Roshima Haji Said

Rector
Universiti Teknologi MARA (UiTM) Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Bismillaahirrahmaanirrahiim

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Every participant in the third International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024 deserve my heartfelt congratulations and warmest regards. I extend these to the organizing committee and every one of them. This initiative is a demonstration of the productive collaboration that exists between universities in the ASEAN region. Maintaining a positive relationship between the two institutions, UNISBA and UiTM, will result in the production of academic programs and community service works that are both productive and innovative. In future collaboration, the implementation of this program is something that Universitas Islam Bandung (UNISBA) is strongly advocating for.

Universitas Islam Bandung (UNISBA) has reaffirmed its commitment to the internationalization program and has stated that it will continue offering assistance for various initiatives. It has been beneficial for the university to gain experience by participating in this program. The big ideas instilled in ICEBIV 2024 are thriving.

They will be ensured by the presence of entrepreneurs who have a global perspective and positively impact the surrounding community. Being an Islamic university, UNISBA, is obligated to establish a halal business ecosystem on a global scale by addressing contemporary issues such as the idea of innovation for sustainable business. This obligation is a requirement of the university. In light of this, the electronic proceedings that have been presented will prove to be advantageous for the development of scientific research and technological innovation. For their insightful and enthusiastic efforts in the successful implementation of the Memorandum of Agreement (MoA) between the two institutions, we would like to express our deepest gratitude to the Faculty of Economics and Business at UNISBA, the Malaysian Academy of Small and Medium Enterprise and Entrepreneurship Development (MASMED), and the Faculty of Business and Management at Universiti Teknologi Mara (UiTM) Kedah Branch. To be more specific, this partnership will result in many innovations, particularly in entrepreneurship, which is becoming an increasingly desirable occupation for the younger generation. When it comes to better understanding the global needs and challenges of today, international cooperation is evolving into an increasingly necessary requirement. Allah blesses the constructive actions that are being taken to generate benefits for society and universities. May Allah continue to bless these actions and our international collaboration for giving beneficial for our society and for the future.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Warmest regard,

Prof. Dr. H. Edi Setiadi, S.H., M.H.
Rector Universitas Islam Bandung



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Alhamdulillah, under the grace and mercy of Allah Subhanahu Wata'ala, for this extraordinary occasion of the 3rd International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024. This event is a testament to the strong bond between two great institutions which are Universiti Teknologi MARA (UiTM) and Universitas Islam Bandung (UNISBA). I am proud that our Faculty of Business and Management and MASMED have played a crucial role in bringing this collaboration to life.

I would like to express my heartfelt appreciation to everyone involved in making this event a reality. The 3rd ICEBIV 2024 is more than just a competition. It's a unique platform where we come together to celebrate creativity, unleash potential, and explore business ideas that have the power to impact our communities positively. It's inspiring to see so many bright minds gathered here today and ready to make a difference.

This year's competition offers three key categories namely Business Model Canvas Battle, Business Idea Battle, and Business Plan Battle. Each of these categories will serve as an invaluable platform for participants to validate their business ideas before turning them into successful ventures in the future.

These battles are not just about competition but about providing you with the feedback, guidance, and confidence to take your innovative ideas to the next level.

The theme of this year's competition, "Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Model," resonates deeply with our mission. We live in a time where innovation and entrepreneurship are key to building a resilient and sustainable future. This competition is our way of nurturing that entrepreneurial spirit, encouraging you to think creatively and develop solutions that are not just innovative but also relevant to the challenges we face today.

To all the participants, I wish you a truly rewarding experience. Remember, every great idea starts with the courage to think differently and the willingness to take risks. Don't be afraid to dream big and this competition is your opportunity to do that. I hope you leave here with not just memories but valuable lessons that will guide you in your future endeavors.

As we look forward to the future, I sincerely hope that this won't be our last gathering. I'm already excited about the possibility of organizing the 4th ICEBIV next year. Let's keep this momentum going and continue to strengthen our collaboration in promoting entrepreneurship on a global scale.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

With Warmest Regard

Dr. Junaidah Ismail

Deputy Rector of Academic Affairs
UiTM Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh,

Dear respected Rector of Universitas Islam Bandung (UNISBA),
esteemed Rector of Universiti Teknologi MARA (UiTM),
distinguished lecturers, talented competition participants,
and ladies and gentlemen.

First, let us thank Allah Subhanahu Wata'ala, because by His grace
and mercy, we can all gather in this prestigious event, the
3rd International Competition of Entrepreneurship Business
Innovation (ICEBIV) 2024. This event is one of the collaborations
between two educational institutions strongly committed
to building an innovative and globally competitive young
generation, the Faculty of Economics and Business of Universitas
Islam Bandung and Universiti Teknologi Mara (UiTM).

On this occasion, I express my highest appreciation to all the
committees and parties involved in organizing this event. The 3rd
ICEBIV 2024 is not just a competition but also an extraordinary
platform to develop potential, explore creativity, and explore
business ideas that can positively impact society, especially
students and professionals.

We are all aware that innovation and entrepreneurship are crucial to building a resilient and sustainable economy
in this era of globalization. Therefore, this competition has a crucial role in fostering the spirit of entrepreneurship
among students and professionals while encouraging the creation of business solutions that are creative,
innovative, and relevant to the needs of the times.

To the participants, I wish you enjoy and happiness by participating in this competition. Do not be afraid to
dream big and take risks when developing your ideas. Remember that every great innovation always starts with
the courage to think outside the box and take the first step. Hopefully, through the 3rd ICEBIV 2024 competition, all
of you can gain valuable experience that will help you in your future career journey.

Finally, I hope the 3rd ICEBIV 2024 can run successfully and benefit all participants and institutions involved. Let us
make this event a momentum to strengthen the cooperation between FEB Unisba and UiTM and advance the
world of entrepreneurship internationally.

Allow me to provide a "pantun" to encourage the organizers and participants of the 3rd ICEBIV 2024, which
characterizes literature and culture in Indonesia.

Jalan jalan ke Semanggi
Jangan lupa membeli batik bermotif
Ayo mahasiswa ramaikan ICEBIV bergengsi
Dikancah internasional dengan penuh ide inovatif

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Sincerely,

Prof. Dr. Nunung Nurhayati, SE., M.Si., Ak., CA.
Dean Faculty of Economic and Business
Bandung Islamic University, Indonesia



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YOYOU KIEYUT: HEALTHY FOOD FOR BREAKFAST

Masshera Jamaludin^{1*}, Zulkifli Ismail¹, Abang Hazim Rabaie¹, Nor Fatin Fatimah Fadrul¹,
Nur Alia Syazwani Ameran¹

¹ Faculty of Sports Science and Recreation, UiTM Perlis Branch, Arau Campus, Malaysia
masshera507@uitm.edu.my^{1*}, zulkifliismail@uitm.edu.my¹, 2022815922@student.uitm.edu.my¹,
2023103149@student.uitm.edu.my¹, 2022821908@student.uitm.edu.my¹

(corresponding author)*

Abstract

For many students, the adjustment to university life may be both exhilarating and difficult since they must continually adjust to changes in their course load. These consist of the volume and difficulty of coursework, assignments, tests, and other academic responsibilities. Despite all these duties, they are having limited time to consume a healthy breakfast for energy to start the day. The idea of a ready-to-eat, portable, nutritious meal that does not need to be reheated or cooked before consumption is one of the most useful ways for students to obtain additional functional foods. Therefore, it is critical to produce foods with functional properties that can boost brain function and provide energy while being healthy. This business idea therefore focuses on the innovation of a healthy breakfast product that mainly contains yoghurt. The perceptions of the 55 respondents consist of university students agreeing to buy this product which is handy, portable and healthy meal. Most respondents are in favour of buying this innovative product when it comes onto the market. This data is used as a reference for the finishing of this product to ensure its quality. To support sustainability, this product is packaged with biodegradable plastic packaging. Today, it can be observed that the substitution of healthy food ingredients is slowly gaining in importance due to health progress. To summarise, healthy foods have slowly replaced ingredients in most food preparation processes. The Yoyou Kiyut has the potential to capture not only the Malaysian market but also the international market. With the growth of technology and increased awareness of health issues, this product will meet new needs from every facet of life.

Keywords: *healthy breakfast, innovation food, yogurt ice bar*

1. INTRODUCTION

The transition of students to university life frequently has a detrimental effect and results in major lifestyle changes, such as the adoption of bad eating habits. Examples of these habits include being prone to skipping breakfast and eating foods high in saturated fats, which are linked to an increased risk of overweight and obesity. Breakfast, which is usually eaten within the first two hours of waking up, is considered the most important meal of the day, as it provides energy and important nutrients for starting the day's activities (Díaz-Torrente & Quintiliano-Scarpelli, 2020). The World Health Organization (2004) has encouraged the development of novel foods that give consumers access to healthy options. Customers have favoured functional foods since the pandemic because they are easy to handle, store, and eat while also being beneficial to the body and promoting a healthy lifestyle (Singh et al., 2022). One of the best ways for students to get extra functional food is the concept of a portable, healthy, and ready-to-eat meal that doesn't need to be heated or prepared beforehand. Thus, it is essential to create foods with functional qualities that are both healthful and able to improve brain function and provide energy (Muhamad et al., 2021). As a starter for the day, Yoyou Kieyut is rich in nutrients and contains proteins, carbohydrates, fats and fibre. It helps to boost energy and can support weight control. The product has a small, cute shape and is a quick snack for on the go.

2. MATERIALS AND METHODS

The Yoyou Kieyut (yoghurt ice cream bar) was originally developed with the preferences of university students for healthy food in mind, especially for those who do not have time for a nutritious breakfast. The survey for this product was conducted via an online platform with 55 respondents. The data collected was statistically analysed using Microsoft Excel.

3. RESULTS AND DISCUSSION

55 respondents answered the survey on appearance, flavour, texture, price and evaluation of the product. As shown in Figure 1, the majority of respondents (69%) confirmed that the appearance of the yoghurt ice cream bar is desirable. 72.7% of respondents were enthusiastic about the flavour, as shown in Figure 2. Figure 3 shows that most respondents (76.4%) like the texture of the yoghurt ice cream bar. As for the price (Figure 4), 81.8% of respondents agree that they would buy the bar for a reasonable amount. Finally, Figure 5 shows that 81.8% of respondents rated the overall product as ten over ten.

The results of the survey show that the reactions to the product are positive. They largely agree on the appearance, flavour, texture and price when the product is marketed. This is a good, healthy sign that significantly improves the health and general life of the individual. As Draz et al. (2023) confirm, the inclusion of yoghurt in the diet can have positive effects on weight management and overall body composition. This could support individual eating behaviour by starting the day with the ingredients of yoghurt. All these findings served as a reference for the final touches to ensure the quality of Yoyou Kieyut (yoghurt ice cream bar) as a healthy food for breakfast.

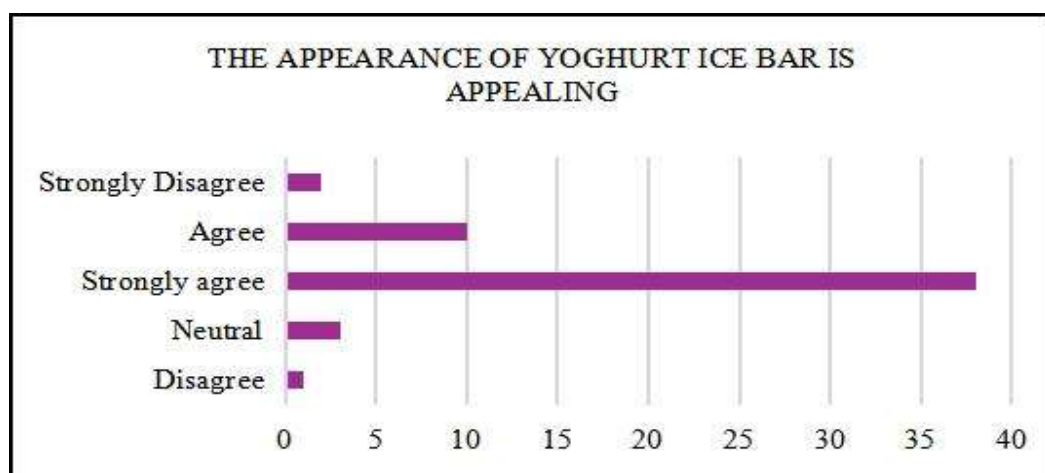


Figure 1. Respondents' survey on the "Appearance"

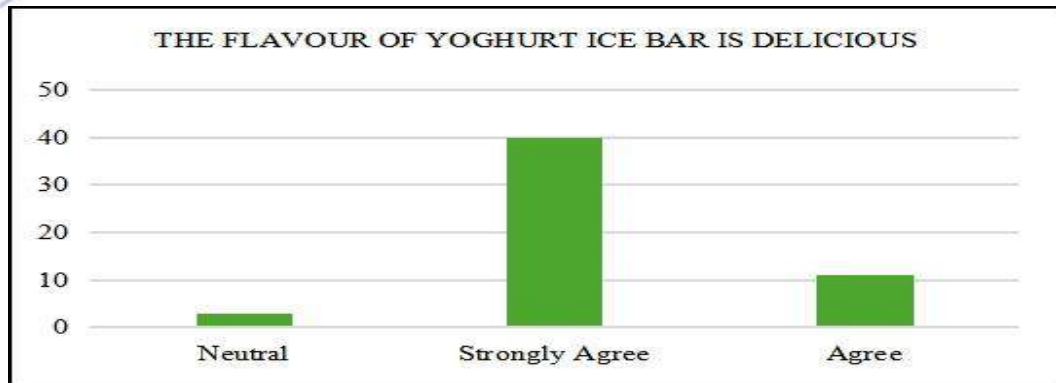


Figure 2. Respondents' survey on the "Flavour"

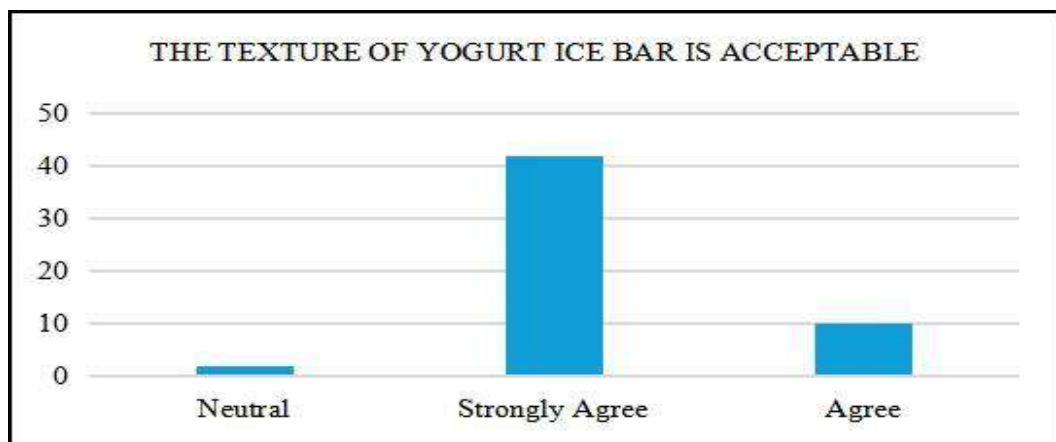


Figure 3. Respondents' survey on the "Texture"

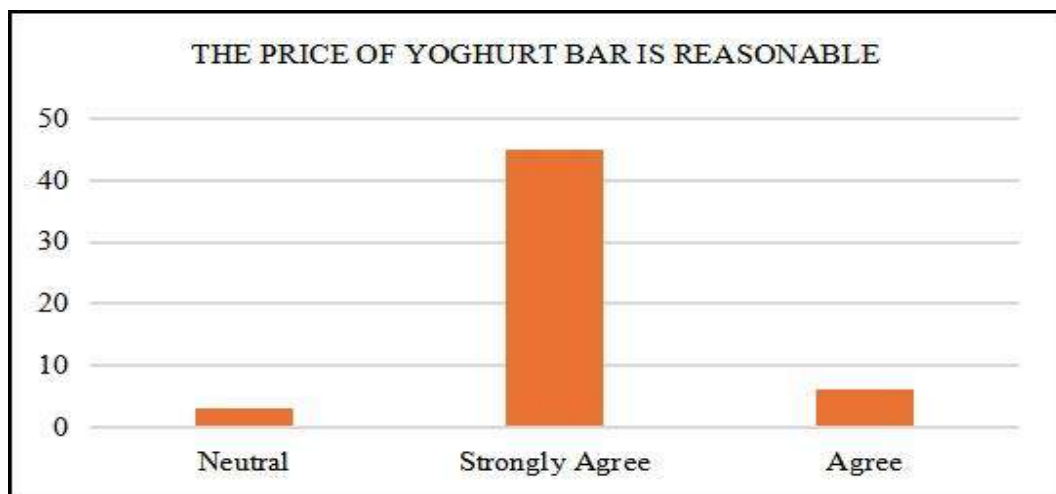


Figure 4. Respondents' survey on the "Price"

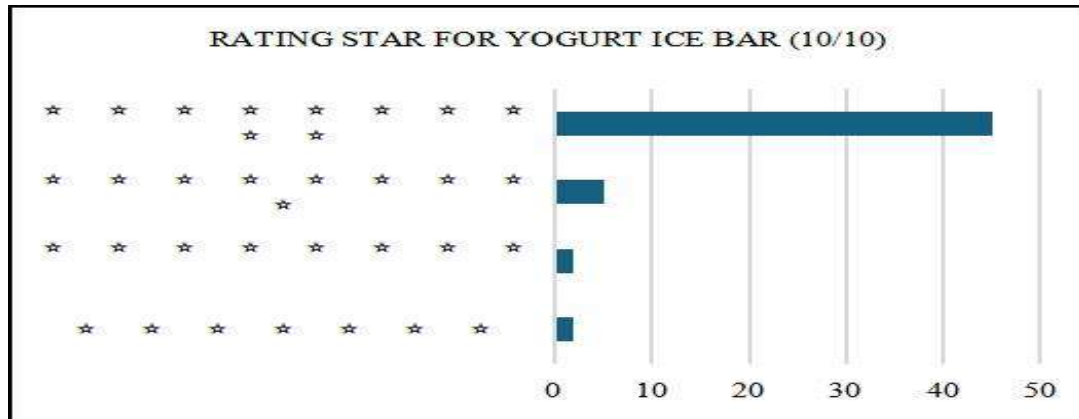


Figure 5. Respondents' survey on the "Rating star"

4. CONCLUSION

The Yoyou Kieyut will fulfil new requirements from all areas of life due to technological progress in the field of health awareness. The findings on customers' evaluations of healthy breakfast shed new light on the characteristics of the food market that contribute to customers' selection of healthy food in the grocery shop. In doing so, they contribute to the growing understanding of the healthy food business and form the basis for implementing better healthy food strategies, especially for healthy lifestyles. The marketing line for Yoyou Kieyut could be expanded by offering different flavours that are trending from demographic, cultural, social and economic aspects.

5. ACKNOWLEDGMENT

Our sincere gratitude to the respondents of the UiTM Perlis Branch (students) and Barrel Yogurt Sdn Bhd (Collaboration company- yoghurt supplier).

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