



اَبُو سَيِّدِي تَكُونُ لَو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

LOW HISTAMINE PLANT-BASED MEAT

Faculty : Faculty of Applied Science
Program : Bachelor of Science (Hons.) Food Science and Technology
Program Code : AS246
Course : Technology Entrepreneurship
Course Code : ENT600
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Submission Date

12 July 2024

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1.0 EXECUTIVE SUMMARY

1.1 Brief Description of the Business and Product Concepts

Las Vegan Tech is a company that promoting product of plant-based meat and it is a product that was suitable for people with sinuses, eczema or other allergies. This product is low in histamine which is a product that will not trigger someone's allergy or diseases. Histamine is an organic nitrogenous compound that could cause body's inflammatory response or immune response. This chemical was release by our immune cells that can cause sneezing, running nose, itchy eyes and inflammation. From here, our products could help people to not feel the pain because traditional meat has higher amount of histamine than us. By using our products, they could enjoy plant-based meat that has texture of real meat without thinking of after effect.

1.2 The Target Market and Projections

Malaysia is a country that has hot weather, and some people has sensitive skin which their body's cell could trigger the condition and it could be worsen if someone have unhealthy eating habits, it could worsen their skin condition especially eczema. As mentions before, our product is low in histamine which is good for someone who has eczema as low amount of histamine could not trigger their allergy. Other than that, condition with full of dust and air pollution could makes someone with sinuses feels pain and they might be afraid to consume meat as it has high amount of histamine, but with our product they could enjoy them without any worries. Our product also fulfils the needs of vegetarian as we are company that providing meat that is meatless and using plant based as our main ingredients. We were also targeting private hospitals as they could their patients that have high allergy and vegetarians with our product as it is healthy and low in histamine.

1.3 The Competitive Changes

The product from our company was inspired by company that providing the same products such as IKEA, Harvest Gourmet and CP. But we were improving our product to make sure it could be consumed by everyone especially someone with allergy and chronic disease. Las Vegan tech has offered a product that was low in histamine which a chemical substance that could trigger someone's allergy if there is high consumption. Also, our company providing meatless products with variety of shapes which is minced meatless, patty meatless and sliced meatless which it could be used followed by your recipes. You could use patty meatless for burgers, sliced meatless for toastie or minced meatless for spaghetti. Comparing to other company, they are providing plant-based meat with high histamine because without picking the

correct raw materials could lead to bundle up of histamine. Too many processing of food also could increase the amount of histamine. We were also using a local raw material as our main ingredients such as tapioca starch, palm oil, rice flour and string beans, and because of that, we are plant-based meat products that has lower prices than others.

1.4 The Profitability

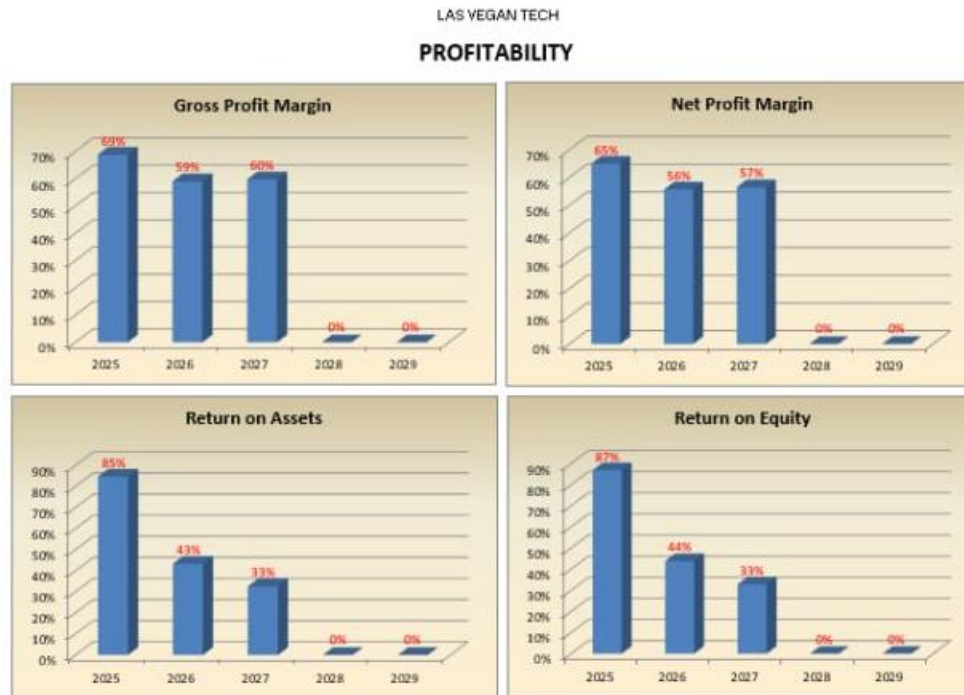


Diagram 1.4: Las Vegan Tech profitability.

From the diagram above, it shows that Return on Equity (ROE) along with Return on Assets (ROA) for our company is decreased while for our Net Profit Margin and Gross Profit Margin shows a decreased from 2025 until 2026 and starts to increase in 2027.

1.5 The Management Teams

Our company was led by Chief Executive Officer (CEO), Nur Emilia Natasya Binti Abd Rahman. She is responsible for setting up the company’s vision, mission, strategic direction such as making major corporate decisions and allocates resources. She also represents Las Vegan Tech to stakeholders or clients which is investors or media. Next, we have Sarah Adriana Binti Harman as our Finance Manager. She is responsible for to oversee the company’s financial including the financial reports, forecasting, budgeting and managing the cash flow of company. She also has to manage the company’s bank account whether receivable or payable and analyse the performance of the company based on the financial performance. We have Wan Ain Zakirah Binti Wan Ahmad Lutfi as operational manager which she is responsible to manage

the production of our plant-based meat whether delivery or receiving raw materials. She has to observe the raw materials of products as it is important in making our low histamine plant-based meat. She also has to oversee the maintenance and reporting the company's physical facilities and equipment. Other than that, we have Siti Zulaikha Binti Zulkifli as Administrative Manager. She has to provide executives and other employees administrative support. Appointment scheduling, calendar management, trip planning, and office supply management are a few examples of tasks. She is the points of internal and external communication, create and maintain documents, recordkeeping or filing. Lastly, we have Nurul Ain Binti Mat Tamizi as our Marketing Manager which she needs to analyse the market trends, customer segments and competitor activity. She also has to creates and implements marketing initiatives to reach target audiences and promote our products to clients or investors. She has to involve in public relations, traditional advertising, social media marketing, content marketing, and internet marketing.

2.0 PRODUCT AND SERVICE DESCRIPTION

2.1 Overview of the Product

In Las Vegan Tech, we provide plant-based meat product that is low in histamine that is suitable to consume for everyone, regardless of any allergies, skin diseases, migraines, gastrointestinal issues, or histamine intolerance conditions they may have. The product contains locally produced ingredients, such as rice flour, tapioca starch, string beans, and palm oil. These ingredients are naturally low in histamine and do not trigger the production of histamine in the body. It also allows consumers to enjoy the delicious meat-like taste of Las Vegan without the risk of triggering allergic reactions. Hence, this product will be low cost as all ingredients are available in Malaysia but full of nutrients such as protein, vitamin C, dietary fibre, vitamin E, sodium, and fat. The production of this product will require less processing from harvesting, handling, production, packaging, and storing as well as minimal preservatives used, to maintain a low histamine level in the final product. In essence, Las Vegan offers a healthier, more sustainable alternative to traditional meat by capitalizing on the growing demand for plant-based protein sources. Las Vegan Tech also offers online website for online purchasing of our products and contains variety of educational resources such as histamine information, recipes to try out using the products and our product packaging.