

ENT600



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BLUEPRINT REPORT

PICANTE PASTE

NUR ATIKAH BINTI MOHAMAD RIZAL	2019351139
NORSYAFIQA BINTI KAMSAN	2019361733
NOR FARIZAH BINTI ZAIDAN	2019501407
SITI NUR NADHIRAH BINTI HAFIDZAN	2019915641
NUR ASMA' ATHIRAH BINTI CHE MAN	2019704881
SAID SALAHUDDIN BIN S.S.HASSAN GHANY	2019785403

GROUP: AS2466A1

FACULTY: FACULTY OF APPLIED SCIENCES

LECTURER: MADAM NABILAH ABDUL SHUKUR

SUBMISSION DATE: 31ST JANUARY 2021

TABLE OF CONTENTS

TABLE OF CONTENTS	i
DECLARATION FORM	ii
1.0 EXECUTIVE SUMMARY	1
2.0 PRODUCT DESCRIPTION.....	2
2.1 Details of the product.....	2
2.2 Application of the product	2
2.3 Unique features of the product	2
2.4 The present state of development	3
2.5 Patent feature of the product	7
2.6 Opportunities for the Expansion of the Product Line or the Development of Related Product or Service	7
3.0 TECHNOLOGY DESCRIPTION.....	7
3.1 Packaging	7
3.2 Natural colourant.....	8
3.3 Natural Food Preservation.....	9
4.0 MARKET ANALYSIS AND STRATEGY	10
4.1 Customers.....	10
4.2 Market size and trends	12
4.3 Competition and Competitive Edges.....	14
4.4 Estimated Market Share and Sales	16
4.5 Marketing Strategy	17
5.0 MANAGEMENT TEAM	22
6.0 FINANCIAL ESTIMATES.....	29
6.1 Income Statement	29
6.2 Balance Sheet.....	32
7.0 PROJECT MILESTONES	35
8.0 CONCLUSIONS	36

1.0 EXECUTIVE SUMMARY

In the era of modernization, technological advancement has been widely expanding in various types of categories including the food production sector. This is because, with expanding development, people are much busier and have a tighter schedule. Thus, food preparation is not an essential trait anymore. Consumers require food that can be prepared as soon as possible. Complication in food preparation and finding of basic ingredients can be saved by using our company designed product known as Picante Paste. This paste is a bird's eye chili paste designed to ease consumer's daily cooking process. Overall marketing strategy will include specific marketing philosophy and strategy of the company, the value chain and the channel of distribution in the target market. As for our initial selling efforts, we have already determined our target group of customer that would buy our products. Our marketing target are busy people, homemakers, travellers and also unmarried people because these people have high tendencies of being busy most of the time. We designed this paste mainly to help these targeted consumer's go through a better day in preparing their food from their previous days. Thus, by developing this product, we hope we can help ease these targeted consumer's daily routine. The price of this product is also reasonable and affordable which is RM 34.46 for 200 g. The target production of our company for the following year is RM 300 000. The management team of our company are divided into several sections and each of the sections are led by experienced and professional employees to ensure our company's product quality and efficiency. The main staff members are led by the chief executive officer, followed by the chief finance officer, human resource and administration manager, marketing manager, operation manager and quality control and assurance manager.

2.0 PRODUCT DESCRIPTION

2.1 Details of the product

In the recent era where everyone wanted instant and convenience in cooking in order to produce a delicious food, is where our product came in. Most Malaysian preferred eating spicy food, and at times, it has been a compulsory flavor in order to satisfy their palatability. We aimed to produce high quality paste product based on natural ingredient plus to increase the consumer acceptability as they consume our product. Therefore, our product will provide convenience in time in preparation of dishes as doing it manually may take time especially for hungry and busy people to cook.

2.2 Application of the product

Our product can serve as the primary ingredient to be added into cooking dishes as the added flavor in spite of the spiciness included so that the food will taste better in any kind of dishes.

2.3 Unique features of the product

This particular product of ours can serve as the additional or compulsory food enhancer in preparing food any time and at any condition or can be used by whether working people or housewives, or even bachelors that promote the natural technology which is considered as safe or reduce the chemical consumption into the body. In addition, even the colorant used was based from the natural technology and the each process was done in detail to give the best quality to the customer.

2.4 The present state of development

The product can be improvised by the capital and more initiatives in research and development (R&D) in order to increase the shelf life and to upgrade or for packaging purposes or even the materials required for the making of the paste so that our product will maintain freshly produced, in a best quality served from raw material to the customer to be eaten.

The materials used in the product and packaging were high quality products which will be based on figures below.

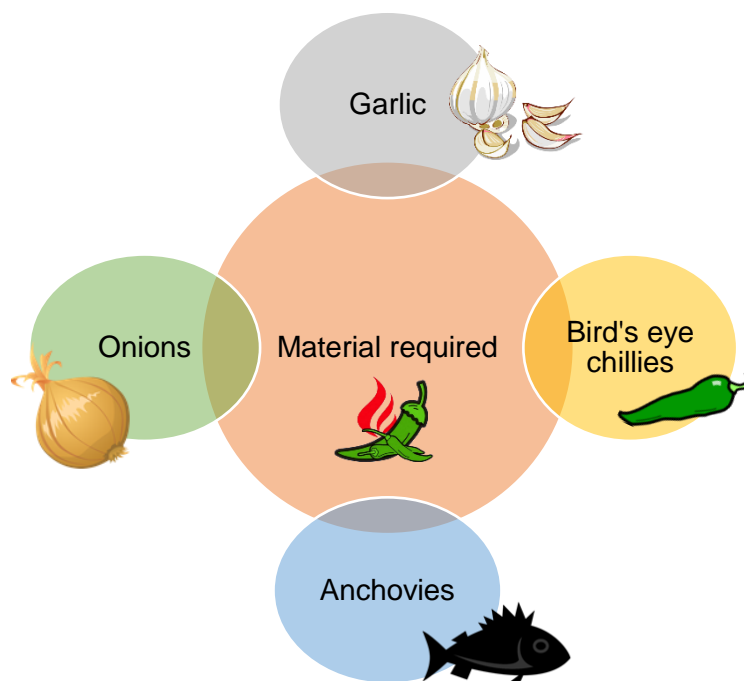


Figure 2.4.1: Materials used in Picante Paste