



اَبُو سَيِّدِي تَكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



iHeatCup

FACULTY: FACULTY OF APPLIED SCIENCE

PROGRAM: FOOD TECHNOLOGY

PROGRAM CODE: AS246

COURSE CODE: ENT600

SEMESTER: 6

GROUP NAME: iHeatCup

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SUBMISSION DATE

31 JANUARY 2021

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1.0 EXECUTIVE SUMMARY

iHeatCup instant noodle is the latest specialty of our company with application of push-heat-button (PHB) technology. Push-heat-button technology is a new technology developed by iHeatCup Sdn. Bhd. that has never been applied on other instant noodles. PHB technology uses exothermic chemical reaction to heat and cook food inside the packaging without external heating or electricity. This instant noodle with PHB technology allows people to enjoy the noodle anytime with less effort required.

Product produced by our company, iHeatCup Sdn. Bhd. will comply to the fundamental principle of the business which is to give convenience to the consumer. Target market of iHeatCup product are students, workers, family, travellers and hikers. iHeatCup allows these people to have more time for work as they can reduce their time and effort to prepare a meal as well as allow them to have their meal at places without heating sources. This product can help to solve travellers' problem to find food to eat especially traveller who travel abroad.

iHeatCup instant noodle is created to bring the convenience of self-heating instant food to another level. Other self-heating instant foods use a separate heating pad to heat the food. As for iHeatCup product, the application of PHB technology allows heating of food without separate heating pad which is the competitive advantage among other self-heating product. PHB is a two-chambered plastic which one for food and for the heating unit. This technology has a heating module inside it which helps to cook the food from the heat produces by the exothermic chemical reaction activated by pushing the activator button on the bottom of the cup. As we are the only producer with this technology, this strengthens our value and remain competitive to other self-heating product producers.

As we increase the volume of the production the cost will be reduced. iHeatCup instant noodle is available at reasonable price of RM 4.80 each. With effective marketing and efficient nationwide distribution, iHeatCup instant noodle is predicted to bring RM 3 000 000 profit in the second year of the business. A systematic and efficient business management is constructed by having few departments such as administrative, financial, operation and marketing departments. Each department is led by professional and competent managers to ensure high productivity of iHeatCup Sdn. Bhd.

2.0 PRODUCT DESCRIPTION

2.1 Details of the Product

iHeatCup Sdn. Bhd. company is creating a new technology of instant noodles which is called iHeatCup. The iHeatCup instant noodles is normal instant noodles same as Maggi, Mee Sedap and Samyang. However, iHeatCup has their own capability which did not has in others instant noodles. Conventionally, instant noodles must be prepared by boiling the water, which takes time and inconvenient to find heat source. As a result, brainstorming was done by iHeatCup Sdn. Bhd. to decrease the work needed by removing boiling water.

iHeatCup is creating with the **latest technology in the area of instant food products**. The bottom of the cup has a button which called “Push-Heat-Button” (PHB) that will initiate a process called exothermic reaction when two types of minerals are released and create heat. The heat will be heating the water and cooked the instant noodles. Besides that, the unique of this product due to it has **differentiation in ready-to-eat food products**. Nowadays, instant noodles in the market need to boil the water to cook the product. However, the iHeatCup did not need to boil water. It is because it has self-heating technology which can producing heat without heating sources such as gas burner. The self-heating technology used make iHeatCup different from other instant cup noodles available in market.

Moreover, iHeatCup instant noodles is **a convenience product**. It is due to the iHeatCup Sdn. Bhd. company using concept anything, anytime and anywhere in producing this product. iHeatCup instant noodles not need any additional medium of hot or cold water needed for cooking. The consumer only needs used a clean water to cook and prepare the instant noodle. It is very convenient especially to consumer who is travelling and hikers which is the heat sources to cook food is very limited. Lastly, iHeatCup has a uniqueness which **it can maximizing efficiency and leveraging timesaving potential for consumer**. The preparation and cooking of this product is using water in any temperature of water. It did not need to boil water which it takes a lot of time. It can short cooking, eating time and also increased steaming efficiency. Thus, this product also suitable for a customer who are searching for fast-moving and easy-to-use food product options which did not want to take a long-time for preparing the food such as full-time student and workers.

2.2 Application of the Product

Our iHeatCup product is different from any type of instant noodle because of the different cooking techniques and ways to enjoy it.

