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UNIVERSITI  
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**Bionutricia Extract**

• Power of plant •

## COMPANY ANALYSIS

### BIONUTRICIA MANUFACTURING SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

FACULTY & PROGRAMME : AS245- APPLIED SCIENCES

GROUP : RAS2457B

PROJECT TITLE : BIONUTRICIA EXTRACT 'S PACKAGING BAG

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## **EXECUTIVE SUMMARY**

Bionutricia Manufacturing Sdn Bhd is an established company produces high quality of food biotechnology from natural plant based extracts. The unique and special of Bionutricia Manufacturing Sdn Bhd, they have GMP, HACCP, JAKIM HALAL, and KHOSER approved in manufacturing their products. These abilities make them different from Competitors Company. Besides, Bionutricia Extract produce organic plant extracts without any chemical constituents as a food ingredients to enhance the taste, flavor and odor in preparation of food. Bionutricia Extract is the legacy of Chinese medicine hall “Ban Siew” which provided wide range extraction of natural products with advanced technology bioprocessing. To maintain the high quality of extracts product, the innovative and convenient packaging is needed to make the usage easier. Also, the variation form of extarcts products with their own function in cooking can increase the food taste. The extracts products in instant form without chemical contains as a food ingredients can save time and energy which people no need to plant and pluck the plant that needed in food preparation. The improvement and innovation in Bionutricia Extract is a must to maintain their business growth, progress, and future accomplishments.

### 2.3 Product / Services

Bionutricia Extract provided natural topical food and herbal plant ingredient Bio-active extract. The product extract categorized into food ingredients, herbal ingredients and liposomal vitamin C. Food ingredients extracted mainly Pandan leaf, Roselle, butterfly pea flower, coffee and others. These extract commonly used in flavor and coloring in food preparing. Meanwhile, for herbal ingredients extracted usually Longjack Tongkat Ali, Kacip Fatimah, Manjakani, Misai kucing and others. The usage from herbal extracts is beneficial to our health due to medicinal function and acts as additional supplement. For the liposomal vitamin C originates from real fruit extract. The vitamin C has properties of antioxidant and boosts our immunity. Recently due to COVID 19, Bionutricia Extract produce hand sanitizer and disinfectant comes from natural-based plant with lemongrass aroma. Besides, this company is in developing healthy candy from extracted plant. The product extracted commercialized in two forms which are in powder and concentrated liquid.

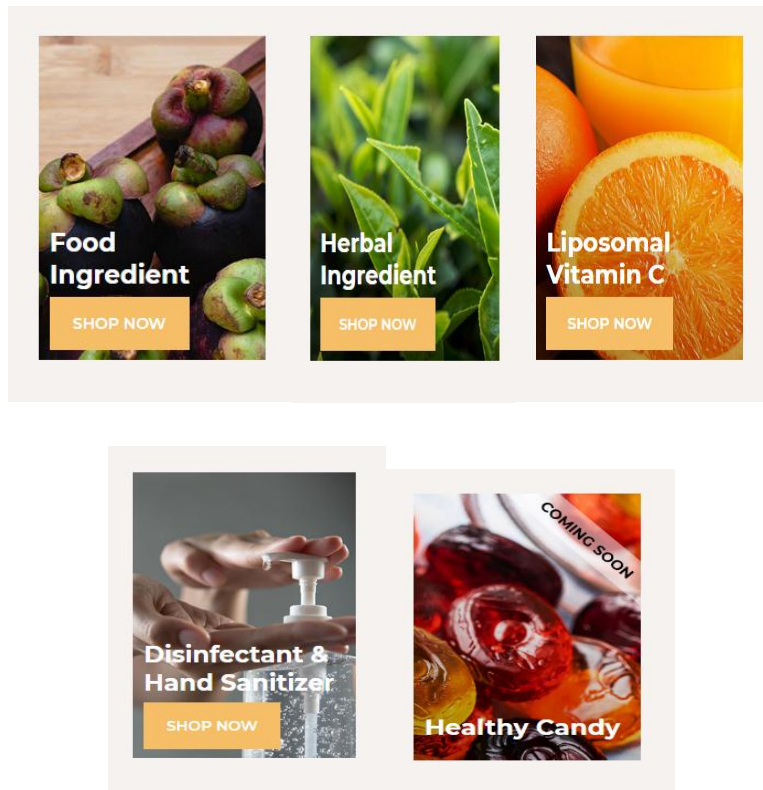


Figure 2.4 Product categories of Bionutricia Extract