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BLUEPRINT REPORT

Ao Cha (BLUE SHOT)

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1.0 EXECUTIVE SUMMARY

Our country is still fighting Covid-19, and this episode has changed people's lives, particularly in terms of physical activity, time, and mental health. As a result of studying the current situation in the country, Ao Cha's Company came up with the idea of creating a tea known as a Blue shot with a new speciality in terms of aroma and taste, and Ao Cha also uses natural ingredients in their product. Not only that, Ao Cha improved their tea by using the freeze-dried method, which results in a cube shape that makes it easier for the Blue Shot to dissolve in water with less wasted time. Blue shot tea is a nutritious instant beverage with a 'easy dissolve texture and delightfully sweet juicy flavour.' Ao Cha Company intends to assist people in reducing health issues by producing a tea with a new appearance and an affordable price.

To ensure the success of this project, Ao Cha Company decides to support a local business by purchasing fresh ingredients from them. Ao Cha Company has also decided to sell their product in supermarkets and clinics. In addition, Ao Cha will require a lab or machine to manufacture the product. As a result, Ao Cha will hire expert employees and continue to excel in their packaging. Ao Cha's target market for this product will be students, workers, parents, and senior citizens. Because the majority of them has the chances on facing health issues especially during the Covid-19 pandemic. Finally, Ao Cha Company hopes that investors will assist in the production of this product for our goods. This Blue's shot will be a good product to consume, as well as a good opportunity for our country to have friend-business relations with other countries.

1.1 Problem Statement

The COVID-19 pandemic is a major event that will not be forgotten. According to Douglas S. (2020), the Dataset, students' lives before and after the pandemic result in dramatic changes in physical activity, time, and mental health. In detail, students have no time to exercise because they must meet assignment deadlines while also preparing for exams; this lifestyle contributes to obesity. Furthermore, to achieve their goals and complete their assignments, they must stare at screens on computers or laptops for extended periods, which causes vision and mental health problems such as stress.

In these scenarios, not only students, but also workers, face this problem, with health workers, particularly frontline workers, at a high risk of dealing with their jobs during the pandemic, as well as lecturers, who will face a screen to teach for an extended period. According to the previous survey, many people have heard of butterfly pea flower, but they are unfamiliar with the benefits of the tea made from butterfly pea, and the majority of this raw

material is wasted. Finally, making a drink such as tea takes a long time to prepare, and the green tea that customers usually drink is quite boring, lack of improvement and pale.

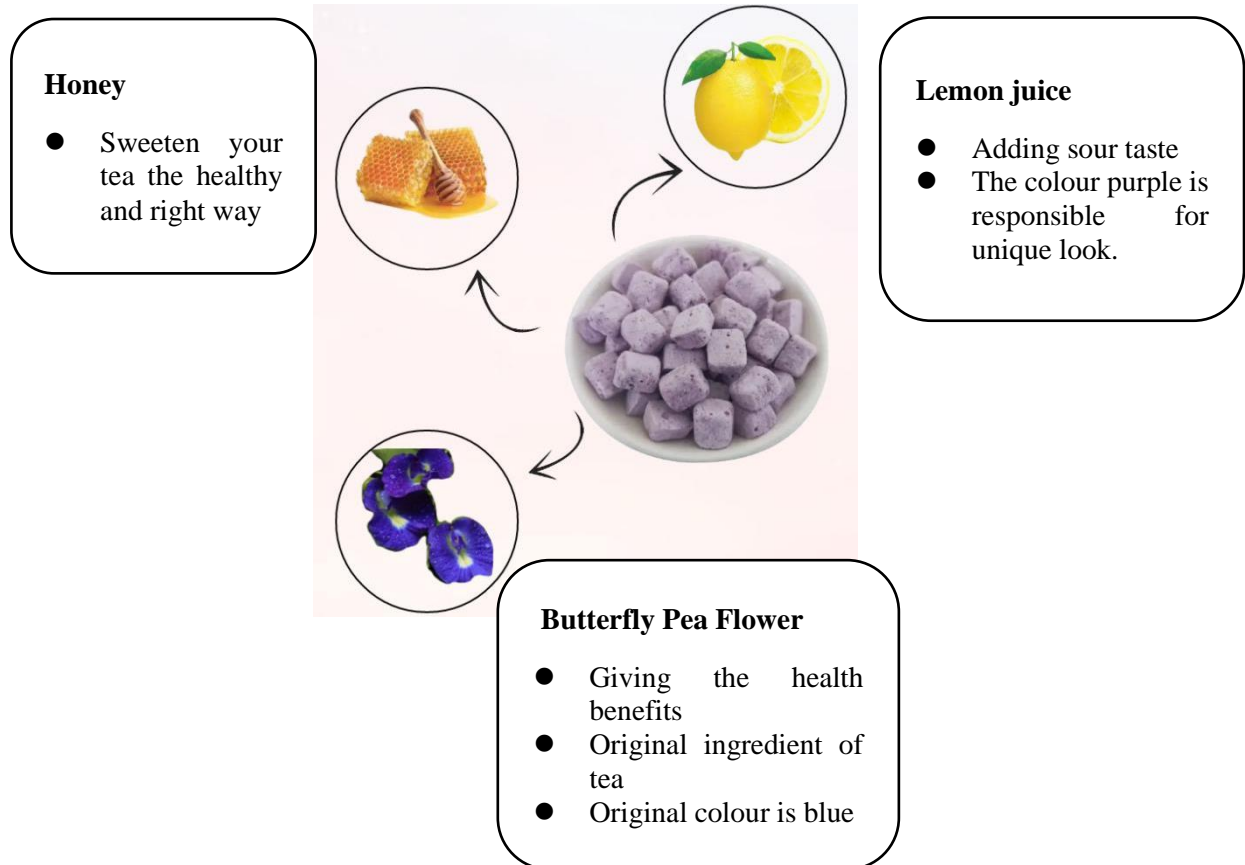
1.2 Proposed Solution

With the production of Blue Shot tea, the problems that faced by student, worker and senior citizen during Covid-19 pandemic can be reduce. Because this Blue Shot tea can help them to feel relax and gives them beneficial to health. To add, this Blue Shot tea also is easy to prepared which will save a lot of time during preparation.

2.0 PRODUCT DESCRIPTION

Blue Shot is a freeze dried concept tea where it is a long lasting beverage to store with numerous health benefits. This is the newest way to enjoy our favourite instant beverage. Moreover, our Blue Shot is a tea that can be make instantly. The Blue Shot came in a cube shape with appealing and scrumptious colour which is a purple to pink colour. The main ingredient used is Blue Butterfly Pea flower and it gives so much of health goods towards the consumers. This flower helps to maintain skin and hair health, stimulate weight loss, and lower blood sugar levels, all of which may reduce the risk of diabetes. This flower also contains Anthocyanins which are antioxidant substances that are beneficial to human health and give the colour of the tea a distinct appearance.

The flower when is brewed, the colour originally blue until adding ingredient came which are lemon juice and honey. Addition of lemon juice gives the original blue colour to turned to a purple. The tea presented sweet taste is through natural healthy way by honey. The cube texture is easy to dissolve and delightfully sweet juicy and calming flavour. This is ideal and highly recommended for persons who are pressed for time and really need to improve their health. The cube shape chosen due to the convenient for packaging, the surface area caused the less contamination and quick and easy for consumer to prepare. In order to make the Blue Shot's tea drink with Blue Shot's tea cube, a glass of 300 mL plain water and the Blue Shot's tea cube added into it and let it dissolve while swirling. Not close to 1 minutes, the finishing drink can then be added with the favourable amount of ices and enjoy the rebirth experience!



1. Ingredients

The main ingredient of Blue Shot's tea cube is Blue Butterfly Pea flower joining then by lemon and honey for the complete ingredients. The healthy benefits of Blue Butterfly Pea flower include maintaining the skin and hair health , stimulates weight lost, reduce the risk of diabetes, antioxidants that responsible for human relax function and lessen blood sugar level.

2. Technology

The technology used to make sure the Blue Shot tea came out with less water content as in a cube shape is freeze dried technology. What is Freeze Drying, and how does it work? Freeze drying removes about 98 percent of the water content in food components by blasting it at 40 degrees Celsius.

3. Shape

The shape of the Blue Shot tea as a final shape after freeze drying is cube. The volume surface provided as a cube shape lead to easier for the Blue Shot to dissolve in water within the amount of wanted time.