



EDIBLE FILM INSTANT NOODLE

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1. **EXECUTIVE SUMMARY**

Slurp! Enterprise, a food processing company in Malaysia, is committed to producing products that align with modern and eco-friendly values. This company's development focuses on promoting convenience and incorporating biodegradable packaging. To achieve this, our team researched and developed instant noodles using edible packaging film, specifically seaweed. As a result, the company has introduced an edible film instant noodle that prioritises biodegradability and convenience while advancing food packaging technology. Ideal for individuals with busy lifestyles, this new option offers a delicious and easy-to-prepare meal that can be made by simply adding hot water.

The target market for this edible film instant noodle is young adults between 18 and 30, including students, workers, and travellers. Slurp! Enterprise has identified this group as particularly likely to purchase the product by segmenting them based on common characteristics such as demographics, behaviour, and psychographics. Our team did market research and analysis by performing concept and market testing by distributing online questionnaires consisting of 5 questions and distributing complimentary samples to potential customers.

Slurp! Enterprise introduced the new edible film instant noodle with several advantages over other instant noodles on the market, such as being more environmentally friendly with its biodegradable packaging, more convenient to prepare as customers only need to add hot water, and it promises a delicious taste. Additionally, it is suitable for the current lifestyle that demands something quick, delicious, and convenient to prepare. The use of edible film packaging technology is a new and innovative approach in the instant noodle market, giving Slurp! Enterprise a competitive edge over other competitors.

On the company's profitability, our financial and marketing team ensured that Slurp! Enterprise market share and sales forecast must show increments throughout the year and ahead. In order to provide insights on the market growth as well as the company obstacles and competition. Based on our team forecast, Slurp! Enterprise financial plan shows a

positive net profit on the year and sales collection increase of 2% and 3% in the second and third year, respectively. We are positively sure Slurp! Enterprise gains positive value by selling edible film instant noodles.

In fact, Slurp! Enterprise is a form of business based on partnership that consists of five members with key management roles which are general manager, administrator manager, operational manager, marketing manager, financial manager and human resources manager. These Important positions are responsible for making strategic decisions, setting goals and objectives, leading the organisation, and ensuring that Slurp! Enterprise remains top in the food industry.

2. PRODUCT OR SERVICE DESCRIPTION

The edible film instant noodle by Slurp! Enterprise strived to provide convenience to the customer while reducing plastic usage as a way for environmentally friendly support. The seasoning packaging is being formulated using a natural source of seaweed, which has been studied to have great properties as packaging film in virtue of its features that provide excellent mechanical strength and barrier against moisture, gases, and contamination from microorganisms. Secondly, the instant noodle packaging is designed to propose a collapsible cup concept, providing easier storage, handling, and disposable process. In this rapid development of modernization, edible film instant noodle is most likely to benefit almost everyone as it is time and energy-saving. Nowadays, most people are looking for a meal that is quick to prepare and delicious. Hence, this edible film instant noodle is targeted to be indulged by working people, students, disabled people, travellers, as well as environmentalists. At the same time, the simplicity concept offered by edible film instant noodles also attracted these groups of people as it does not require utilizing any tools to open the instant noodle's seasoning packaging.

The edible film properties which parallel the biodegradable concept has been attracting a lot of interest in the past few years due to its uniqueness that does not utilise plastic. Thereby, edible film can be an alternative to reduce plastic pollution that has been alarming

in recent years. Because of this feature, the edible film instant noodle is offered by Slurp! Enterprise is uniquely different from the current instant noodle in the market. Additionally, this may propose as a driving force to the current market, where new food packaging technology can be slowly introduced and being accepted to the potential customer. Aside from that, the collapsible cup feature also may add significant value to the edible film instant noodle packaging, where it can be benefited by the customer, retailer as well as manufacturer, especially during the storage, handling, and distribution process. This is owing to the collapsible cup that allows the cup to be collapsed, thus reducing the surface area which provides more space for storage and stacking.

The idea of developing edible film instant noodles took approximately 3 months with a capital of about RM 500,000. Based on the inspiration of emerging biodegradable technology, edible film instant noodles require several detailed processes that involve idea generation and screening, market research, product specification, feasibility study, process development, prototype development and testing. Throughout the development process, edible film instant noodles have been constantly reviewed and reformulated in order to produce a seasoning packaging that is safe, great in mechanical strength, as well as effectively degraded upon addition of hot water. Besides that, Slurp! Enterprise also strives to deliver futuristic features to the current instant noodle packaging, whereby a collapsible instant noodle cup was introduced to provide convenience to our target customer. With the success of delivering these features to our edible film instant noodle, it is plausible to expand our product into the next level by offering several new types of flavours to our instant noodle. The new flavour variations may include curry, *asam pedas*, and chicken flavour as these tastes are oriented based on local cuisine that can be indulged by our targeted customer.