



## POP-IN INSTANT NOODLE

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## 1.0 EXECUTIVE SUMMARY

Jahoo enterprise is a new build company that provides innovation on food packaging to increase the efficiency and quality of food products. As self heating packaging gains interest towards people, the company is taking this opportunity to innovate a new product related with self heating packaging. A pop-in instant noodle was introduced as a new invention of self heating instant noodle packaging with a better moderation on the lid to ease the customer. Many research and observations to develop the products so that the products can work better and efficiently.

The invention of the product is to help busy people, travellers and campers prepare a meal faster without making any mess. The concept of the products is travel friendly in which the products can be brought to any place. The products are safe to use for children above 6 years old as they do not have to boil the water on their own or take hot water in high places which may be dangerous to them. Furthermore, this product will help students who are busy with their assignments and studies to have a proper meal as instant noodles is one of the foods that most students eat. In addition, the survey through questionnaires was distributed among people to get their feedback about the products. Many people give positive feedback as they find the innovation of the packaging is a new thing as we introduced pop seasoning lid.

As mentioned above, self heating packaging gains interest towards many people as they find it is easy to prepare and cook without using a lot of movement. Through the market analysis, the strength and weakness of the rival company is identified so that pop-in instant noodles is an idea based on the survey. There are two popular products that introduced self heating products which are kembara and quickbowl. Both of these brands are high quality products with so many followers but they lack in their design. They also give such an expensive price for their products which may be hard for people that have a bad financial situation to purchase it. As a result, the pop-in instant noodles with a self-heating packaging are high quality products with affordable prices as our target customer is a middle income customer. Many preparations have been conducted throughout the manufacturing process of the products to overcome any problems and issues related to the packaging. Before the products are distributed to the physical store, the products have been tested by the quality control to ensure that the products meet needs and requirements for people.

The company starts with a limited amount of products in several potential areas at Johor Bahru as there is a short budget due to the increased price of self heating. However, the marketing team has identified the potential profit in our products that meet customer demands and needs. Our product will sell very well and gain interest towards people so that we can add more products to the physical store. The profit is beneficial to both parties between seller and consumer as it gives a lot of advantages and helps people to save their time.

Jahoo enterprise is a partnership company which consists of five people that hold important positions such as general manager, administrator manager, operation manager, marketing manager and financial manager. The position in a company is decided based on their requirements and potential to build a company that gives a benefit to people and company can gain profits from each of the selling. Although there are many challenges throughout the manufacturing process, a strong bond and capability of people behind the company will make these products successful and well received by people so that our company will become an established brand in the future.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 Detail explanation the product**

Pop-in instant noodles is a new product produced by Jahoo Enterprise which is targeted by the company to market it in Malaysia. These ideas were generated based on the observation of instant noodles packaging in Malaysia that do not have many innovations compared to the food packaging that is produced by Japan. Japan is one of the countries that produce various designs of food packaging with the addition of technology, especially self heating packaging. However, most of the instant foods provide the condiment separately which makes the consumer need to open it and sometimes it will cause a bit of mess with the spill of the condiment from the sachet. Other than that, self heating packaging was popular in Malaysia compared to other countries and usually in Malaysia self heating food will be packed in pouch packaging. This pouch packaging will cause the consumers to need to bring disposable plates by themselves. Thus, we decided to produce instant noodles in self heating pots packaging with additional features that can solve this problem. The objective of this production is to provide better packaging for instant noodles that is more convenient to the consumers and to provide a food product which fulfil the consumer needs. As for the food packaging, by having a unique design and technology such as self heating pots packaging and popping the condiment features will bring satisfaction for the consumers.

### **2.2 The application of the product**

This product will provide instant noodles in self heating packaging. This packaging serves unique features such as food-safe, no liquids to spill, no flame needed, no smoke and no fumes. Besides, this self heating packaging needs less than two minutes to heat the food which can be one of the advantages of this packaging. Although the target markets for this product are mainly busy workers, backpackers, travellers and campers, this product can actually be used by everyone above 15 years old, since nowadays people tend to make everything done in a short period of time. Other than that, this pots packaging can be reused by the consumer but not for the self heating pads.