



MELONZ: WATERMELON RINDS' CEREALS

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TABLE OF CONTENT

1.0 EXECUTIVE SUMMARY	3
2.0 PRODUCT DESCRIPTION.....	4
3.0 TECHNOLOGY DESCRIPTION	6
4.0 MARKET ANALYSIS AND STRATEGIES	7
4.1 CUSTOMERS.....	7
4.2 MARKET SIZE AND TRENDS.....	9
4.3 COMPETITION AND COMPETITIVE EDGE.....	13
4.4 ESTIMATED MARKET SHARE AND SALES.....	18
4.5 MARKETING STRATEGY.....	19
4.5.1 OVERALL MARKETING STRATEGY.....	19
4.5.2 PRICING	19
4.5.3 SALES TACTICS	19
4.5.4 ADVERTISING AND PROMOTION.....	20
5.0 MANAGEMENT TEAM.....	21
5.1 ORGANIZATIONAL CHART.....	21
5.2 KEY MANAGEMENT ROLE.....	23
5.3 MANAGEMENT COMPENSATION AND OWNERSHIP.....	25
5.4 SUPPORTING PROFESSIONAL ADVISORS AND SERVICES.....	26
6.0 FINANCIAL PLAN	27
6.1 START-UP COST	27
6.2 WORKING CAPITAL	28
6.3 START-UP CAPITAL AND FINANCING	29
6.4 CASH FLOW STATEMENT	30
6.5 INCOME STATEMENT	31
6.6 BALANCE SHEET	32
7.0 PROJECT MILESTONE.....	33
8.0 CONCLUSIONS.....	35
9.0 REFERENCES.....	36
10.0 APPENDICES	37

1.0 EXECUTIVE SUMMARY

The BigBites Enterprises company was aiming to produce a new product called *Melonz*, a healthy-based cereal. *Melonz* contains the watermelon rind as the primary ingredient which is known as a source of vitamins, iron, calcium, and fibers. *Melonz*, which is red in color with a triangle shape that is coated with honey will attract varieties level of ages, like kids, travellers, adults, students, and workers. The cereals is made up to help people to make their life easier with our ready-to-eat product. The cereal's packaging uses a zip lock gusset bag as primary packaging in order to ensure the shelf life of the product can be extended up to a year. The cereal itself was shaped in a triangle shape that symbolizes the triangle shape of the watermelon.

Our target markets are kids, teenagers, students, as well as workers. We wish to make everyone able to have their breakfast despite having a busy daily routine. The consumers can bring along our cereals product and eat it while they are on their way to school, class, or work. Our product is convenient to eat as it is already coated with honey to give a sweet taste without having to eat it with fresh milk.

There are plenty of companies that already have produced cereals products in the market. However, our company challenges ourselves to compete with the existing companies in this market as we are confident that our product is different from other existing products such as *MILO*, *KoKo Krunch*, *Froot Loops*, and many more. Through thorough research, surveys, and accumulated complaints, we developed *Melonz* based on the publics' opinions and requests. Since the existing cereals products in the market often need to be consumed with fresh milk, we believe that we can be on a higher level than the existing products.

BigBites Enterprise consists of 5 personnels. Our General Manager is Che Wan Nur Shahirah. The next position is the Administration Manager, that is being held by Fatin Nur Syamimi. Next, the Financial Manager position is held by Deena Akmaliah. While Marketing Manager is held by Saidatul Husna, and Operation Manager is held by Nur Aishah Solehah. Each one of the personnel in BigBites Enterprise plays a very crucial role in ensuring the success and sustainability of our company.

2.0 PRODUCT DESCRIPTION

Melonz is a name that describes our cereal product made of watermelon rinds, which was introduced by BigBites Enterprise. We are using watermelon rinds as the main ingredient to produce this cereal. This is because watermelon is usually used to produce body care products, skincare products, perfumes, foods and beverages, and cosmetics. This will result in the accumulation of waste for the watermelon by-products known as watermelon rinds or peels that can affect the environment, plus, can cause contamination due to being left untreated or just disposed. Watermelon rinds also have the same nutritional value as watermelon, in fact, it contains high fiber that is suitable to produce cereal. Hence, *Melonz* will be introduced as a cereal that acts as high nutritious food as well as its consumption as a snack. This is because it is rich in fiber and vitamins such as vitamin A, B1, B2, B3, B6 and vitamin C, and it can be a source of minerals such as iron, calcium, magnesium, potassium, phosphorus, sodium and manganese that are important in our daily diet. This product can also help maintain our hearts' health as it contains citrulline that acts as an antioxidant which can also boost the immune system. *Melonz* can be consumed as a healthy snack as it has a sweeter taste than the other existing cereal that only give plain grain taste. Hence, it is suitable to be a ready-to-eat food for the society, mainly people who are busy such as career people, students or kids that tend to skip their breakfast or do not have sufficient time to prepare their meals.

The watermelon rinds' cereals have the triangle shape with a light peach pink color and are packed in a zip lock gusset bag. To produce this cereal, the main ingredients that are used are watermelon semolina, whole grain wheat, natural colorant from carotene E160a, nutrient additive, honey, and glucose syrup. The watermelon semolina is the flour made of that watermelon rinds which will give a crunchy crust to the cereal, and it will be used together with the whole grain wheat, with addition of other ingredients to produce the dough for cereal making. To develop this product, it undergoes eight processes which include the soaking, drying, grinding, sieving, mixing, shaping, cooking, and packing. Soaking is the process where the watermelon rinds are soaked in water. Next, for the drying process, the watermelon rinds are dried at 100°C for 1 hour. The dried watermelon rinds are ground to form the powder and will be sieved to remove large particles so that the size of powder is even. The dough making is started by mixing all ingredients by using a dough vacuum mixer that will then be shaped into triangle like watermelon slices. The triangle-shaped dough will be cooked in oven at 160°C for 15 minutes and is cooled before packing. Figure 1 shows the result of the cereals made of watermelon rinds which are in triangle shaped with peach

pink colored. Lastly, the cereals are packed in a zip lock gusset bag then in a box packaging before it is distributed to the customers.



Figure 1: Cereals made of watermelon rinds.



Figure 2: Melonz, watermelon rinds' cereals in its packaging.