



ProBiotea Biscuits - A Probiotic Delight for All Ages

Faculty : AS - FACULTY OF APPLIED SCIENCES

Program : BACHELOR OF SCIENCE (HONORS) BIOLOGY

Program Code : AS201

Course : TECHNOLOGY ENTREPRENEURSHIP

Course Code : ENT600

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Submission Date

24 January 2024

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1. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts

We are introducing ProBiotea Biscuits which represent an innovative and health-conscious addition to the snack to replace supplements, combining the delightful experience of biscuit consumption with the numerous benefits of probiotics. Designed to cater to all age groups, we focus on providing a tasty and convenient way for consumers to incorporate probiotics into their daily diets. The global demand for functional foods, especially those promoting gut health, has witnessed a significant surge. ProBiotea Biscuits aims to tap into this growing market by offering a convenient and palatable solution for individuals seeking a tasty snack that also supports their digestive well-being. With an increasing awareness of the importance of gut health across demographics, our product addresses a broad and expanding consumer base.

1.2. The target market and projections

Based on the product, our target market is made up of all age groups such as children, young adults, adults, and seniors who all have some digestive problems that may lead to constipation, diarrhea, and obesity. Also, Young adults are looking to enhance their beauty and lose weight, it's crucial to approach these goals healthily and sustainably like taking a probiotic biscuit. Furthermore, senior citizens can strengthen their immune systems since their immune system often may be weakened by poor dietary habits and a lack of vital nutrients, making it more likely to get an illness or infection and it can be remedied by consuming probiotics. This product is also suitable for people who have eczema or are allergic to biscuits. People can get many benefits from this ProBioTea biscuit for their health.

1.3. The competitive advantages

Our analysis indicates that our products have few rivals in the market right now. We recognize that to remain competitive in this industry, we must continue to innovate in ways that encourage more people to use our technology. However, being the first company in Malaysia to create a biscuit with so many distinctive qualities, our ProBiotea Biscuits gives us an advantage over competitors. We believe this will help us stand out from the competition. Better yet, these ProBiotea Biscuits are the first with probiotic enrichment on the market. ProBiotea Biscuits are infused with a carefully selected blend of probiotic strains known for their health-promoting

properties. These probiotics contribute to a balanced gut microbiome, supporting digestion and overall well-being.

1.4. The profitability

In terms of profitability, We want to increase revenues by 2.0% in the second year compared to the first to maximize profitability. As potential client demand may be higher than in the previous year, we project a 2.5% increase in revenues in the third year of the company.

1.5. The management teams

We also have an excellent and well-versed management team at our company that is skilled in a variety of fields such as operations, marketing, finance, and management. These management teams will assist us in fulfilling the vision, aims, and objectives of our organization. To improve the quality of our products, every management will continue to provide feedback and do their absolute best for the business.

2. PRODUCT OR SERVICE DESCRIPTION

Nowadays, many people face problems such as digestive issues or diarrhea, skin, and overweight problems, and lastly lack of immune system effectiveness. However, although they go to see a doctor to solve their problems, they still have the same issues, and repeated many times. This is because those with busy schedules are frequently forgetting to eat meals. These days, people have too much on their minds between work, family, and other commitments. They become ill as a result of not having enough time for self-care and eating wholesome foods. Not only that, their body also might lack a probiotic. As a result, they may experience an imbalance in the gut microbiota which could lead to various health issues just like mentioned above. Probiotics play a crucial role in maintaining a healthy balance of beneficial bacteria in the digestive system. When there is a deficiency of probiotics, harmful bacteria may proliferate, potentially causing health issues. Apart from seeing a doctor, they also try to find other alternatives to solve their problems such as taking supplements sold in the market. Still, they are too afraid due to side effects after taking the supplement. In terms of financial concerns, the cost of supplements can be a barrier for some people, especially if they perceive them as optional or not essential for their well-being. In order to solve this issue, our business has developed a new product called Probiotea biscuits that delight all ages.

We are introducing our Probiotea biscuits, a delicious and nutritious addition to people's daily snacking routine. Packed with the goodness of probiotics, these biscuits are crafted to support and improve digestive health while satisfying people's taste buds. As mentioned earlier, this Probiotea biscuit is made for all ages according to their health issues. Our product provides answers for common health difficulties, such as constipation and diarrhea that children constantly encounter, the skin and overweight issues that young adults always confront, and the immune system issues that senior persons usually face. Altogether, we have offered three different categories for children, young adults, and senior citizens.

There are a lot of probiotic-containing supplements on the market, but we believe that there will be plenty of demand for our products in the future. This is because our product Probiotea biscuits is a convenient on-the-go snack. Our probiotic biscuits provide a portable and easy option for individuals with busy lifestyles and make a perfect snack at home, work, or anywhere in between. On top of that, our products work well in a variety of situations. Probiotic biscuits can be eaten anywhere, including at work, on travels, or in other situations—without requiring special preparation or extra equipment. They can be used in a variety of settings because of their versatility.

Furthermore, we differentiate our products from the supplements available on the market today by taste and palatability. We use a type of probiotics in the shape of biscuits to set our products apart from the supplements that are currently on the market and flavors like chocolate and strawberry in our probiotics biscuits. Our probiotic biscuits can be more attractive to people who like a snack with a pleasing taste and texture because they frequently come in a variety of flavors such as chocolate and strawberry. This may seem enticing, particularly to people who have trouble swallowing medications or capsules. Nevertheless, from time to time, we'll keep looking for new ways to innovate the product to persuade consumers to be drawn in and purchase it.

3. TECHNOLOGY DESCRIPTION

The incorporation of advanced technology has revolutionized the health and wellness industry, particularly in the production of probiotic biscuits. Innovations in formulation research, quality control through automation and sensor technologies, advanced encapsulation techniques to ensure probiotic viability, and the implementation of blockchain and IoT for transparent supply