UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

RASAHUB

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1.0 EXECUTIVE SUMMARY

RasaHub is a cutting-edge mobile application that aims to share Malaysia's rich and diverse culinary heritage with users globally. This app contains a large assortment of classic and contemporary Malaysian dishes that cater to a variety of tastes and dietary preferences. With an easy-to-use interface, users can browse recipes, follow step-by-step cooking instructions, and learn about the cultural significance of each dish. The software also includes advanced features such as personalized recommendations based on user preferences, a shopping list generator, and connectivity with local food delivery providers to simplify the cooking process.

Our target audience consists of food enthusiasts, home cooks, and anyone interested in learning about Malaysian cuisine. The software attempts to bridge the gap between traditional cookery and modern technology, making it available to a worldwide audience. We keep our material fresh and entertaining by incorporating user feedback and constantly updating our recipe collection. Furthermore, the software supports different languages to accommodate a broad user base, increasing its global appeal. Collaborations with local chefs, food bloggers, and culinary experts enhance the app's content, offering consumers authentic and unique recipes.

In terms of market potential, the Malaysian Cuisine Recipe App is positioned for rapid expansion, capitalizing on the growing global interest in ethnic foods and home cooking. The app's business model combines a freemium edition with basic functions and a premium subscription that provides unique content and greater functionality. In-app advertisements and relationships with local food businesses are also potential revenue streams. With a focus on user experience and cultural authenticity, the Malaysian Cuisine Recipe App is poised to become a premier platform for culinary exploration and enjoyment, making Malaysian cuisine more accessible and delightful to all.

2.0 INTRODUCTION

Technology has become vital in our daily lives, solving problems and simplifying tasks through products, systems, and services. Technology is the purposeful application of knowledge and skills to improve and create a product that benefits society (Wahab, 2012). The advancements of technology have positively impacted various fields, including communication, transportation, production, and education. Innovations such as the internet, artificial intelligence, robotics, biotechnology, renewable energy, and virtual reality are revolutionizing industries and lifestyles. One notable example is food recipe apps, which leverage technology

to enhance the culinary experience by offering personalized recipe recommendations, nutritional information, meal planning tools, integrated grocery shopping features, and community interactions. These apps demonstrate how technological advancements can make everyday activities more efficient and enjoyable.

Introducing RasaHub, the ultimate culinary companion meticulously designed for the Malaysian market. We at RasaHub are dedicated to elevating your culinary experience through the fusion of contemporary technology efficiency and the rich texture of Malaysia's unique culinary traditions. Whether you are a busy professional, a student, or a housewife, RasaHub offers a personalized and intuitive platform to discover, create, and share exquisite dishes that cater to your dietary preferences and lifestyle. The app we provide makes cooking more convenient and pleasurable by encouraging you to explore new recipes and methods and by keeping track of your daily meals.

Recipe recommendations from RasaHub that cater to your diet and taste preferences are excellent. We make sure that every recipe suggestion is authentic and practical by concentrating on well-liked regional foods and typical ingredients available in Malaysian households. It is easy for users to look for recipes that follow Malaysian dietary restrictions, allowing them to enjoy traditional flavours without sacrificing health or dietary requirements. One of our standout features is the capability to generate recipe suggestions based on the groceries you already have in your fridge, minimizing food waste and fostering creativity in the kitchen.

In addition to personalized recipe recommendations, RasaHub allows you to share your culinary creations on social media. You can post photos or videos of your dishes, enabling your followers to witness your culinary skills and perhaps even inspire their own kitchen adventures. This feature fosters a vibrant community of food enthusiasts who can exchange tips, showcase their favorite recipes, and celebrate the joy of cooking together.

For every dish it suggested, RasaHub includes video demonstrations in addition to text directions, making it easy for you to follow along step-by-step. These tutorials are particularly beneficial for visual learners who thrive on seeing cooking techniques in action. Furthermore, RasaHub enhances your shopping experience by indicating the nearest stores where you can purchase the ingredients you need. This integration allows you to spend less time searching for groceries and more time enjoying the cooking process.