



INVICTUS TECHNOLOGY ENTERPRISE: NYPA SALT

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1. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts

Invictus Technology Enterprise is pioneering a significant shift in the salt industry with its innovative product, Nipah salt. Derived from the nipah trees found in the coastal and estuarine regions of the Indian and Pacific Oceans, Nipah salt is a plant-based alternative to traditional salts, distinguished by its low sodium content. This innovation aims to address the growing health concerns associated with high sodium intake, such as hypertension, cardiovascular disease, and kidney disease, which are increasingly affecting younger populations due to the prevalence of canned, instant, and ready-to-eat foods. Nipah salt is tailored to meet the needs of the health-conscious consumer, particularly those in the vegetarian community, by offering a natural and healthier salt option.

1.2. The target market and projections

The primary target market for Nipah salt includes health-conscious consumers, vegetarians, housewife and the food manufacturing industry. With the increasing awareness of health issues related to high sodium intake, there is a growing demand for healthier food options. According to market research, 85.7% of consumers are unaware of plant-based salts, indicating a substantial opportunity for market penetration and education. Furthermore, 83.3% of surveyed respondents use approximately two tablespoons of salt per cooking serving, highlighting the potential for Nipah salt to replace high-sodium salts in everyday cooking. Invictus Technology Enterprise projects a steady increase in market share as awareness and acceptance of plant-based alternatives grow. Initial market entry strategies will focus on health food stores, vegetarian and vegan communities, and partnerships with food manufacturers.

1.3. The competitive advantages

Nipah salt offers several competitive advantages over traditional salts and other low-sodium alternatives. Firstly, its plant-based origin appeals to the increasing number of consumers seeking sustainable and vegetarian-friendly products. Secondly, Nipah salt's low sodium content directly addresses health concerns, providing a tangible benefit over traditional high-sodium salts. Additionally, the proprietary extraction and processing techniques developed by Invictus Technology Enterprise ensure a high-quality product that is both pure

and effective. These advantages position Nipah salt as a superior choice in the market, capable of meeting the dual demands of health-conscious consumers and the food industry.

1.4. The profitability

The profitability of Nipah salt is underpinned by its unique value proposition and the growing demand for healthier food products. The company anticipates robust revenue growth driven by increasing consumer awareness and acceptance of plant-based salts. By maintaining competitive pricing and leveraging economies of scale, Invictus Technology Enterprise expects to achieve significant profit margins. Furthermore, the company's commitment to ongoing research and development will enable the introduction of new product variants and continuous improvement in production efficiency, further enhancing profitability.

1.5. The management teams

The success of Invictus Technology Enterprise is anchored in the expertise and dedication of its management team. The team comprises professionals with extensive experience in various positions to managing the company. The leadership is committed to fostering innovation, ensuring quality, and driving market growth. Firstly, Fathihah Ayuni, the CEO, leads Invictus Technology Enterprise with a focus on aligning the company's activities with its goals. She develops and implements strategies, makes major decisions, manages operations, and builds relationships with stakeholders. Secondly, Nurkhalisa, the Administrative Manager, supports various departments by handling scheduling, correspondence, and data management. She ensures efficient administrative processes and compliance with regulations.

Thirdly, Nur Alleesya, the Operational Manager, oversees daily operations, improves processes, manages resources, and monitors performance. Next, Nuratiqah, the Financial Manager, handles financial systems, prepares reports, develops budgets, and implements cost control measures. Lastly, Nazarudin Afiq, the Marketing Manager, creates and implements marketing strategies, conducts market research, and manages customer relationships. Together, this team ensures Invictus Technology Enterprise operates efficiently and meets its strategic objectives. This diverse and knowledgeable team is

well-equipped to navigate the challenges of the food industry and capitalize on the opportunities presented by the growing demand for healthier, plant-based products.

2. PRODUCT OR SERVICE DESCRIPTION

2.1 Overview of Nypa Salt

Invictus Technology Enterprise, focusing more on health and wellness and plant-based revolution, wants to provide consumers with a new improved product of salts namely Nypa salt that is rich in minerals and low sodium contents. Apparently, people are more attracted to processed and instant food as it is more simple to prepare and most importantly very delicious. However, what consumers would not know is that the sodium content in those types of foods is very high which can cause harmful diseases such as hypertension and cardiovascular disease. Hence, our company came up with an improvement of salt that can give many health benefits to the consumers. With the usage of various technologies such as drying, ashing, milling, crystallization and fiber extraction, we can guarantee that our products are able to compete to a higher level.

2.2 Application of the Nypa Salt

The most widely used food seasoning is salt, which is especially popular among housewives, chefs, and people in the manufacturing sector. Sodium chloride (NaCl), a chemical compound that is used as food flavoring and also serves as a preservative in the food industry, is what makes up salt. Its ratio is 40% sodium to 60% chloride. Salt is another unique flavor that our tongues detect. Sodium chloride has been shown to stimulate taste buds more than other salts, like potassium chloride. Our bodies were made to be in salt. Salt suppresses bitter tastes in small quantities, stimulating other tastes and flavors, such as sweet. For this reason, most cookie and cake recipes call for a small amount of salt. Manufacturers frequently add more salt to savory foods than to sweet ones because stronger flavors, like umami, need higher salt doses to change their flavor profiles. The flavors of foods and beverages are balanced and intensified by salt.

Salt is also used as the main ingredients for flavor enhancers such as MSG that amplify or modify the existing taste. The most common MSG used is Ajinomoto, a product of Japan.