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1.0 EXECUTIVE SUMMARY	4-6
1.1 Brief description of the business and product concepts.....	4
1.2 The target market and projections.....	4
1.3 The competitive advantages.....	4-5
1.4 The profitability.....	5
1.5 The management teams	6
2.0 PRODUCT DESCRIPTION	7-11
2.1 Overview of the product	7
2.2 Application of the product.....	7-8
2.3 Features of product	8-9
2.4 Development of the product	9-10
2.5 Patents	10
2.6 Opportunities.....	11
3.0 TECHNOLOGY DESCRIPTION	12-13
4.0 MARKET ANALYSIS AND STRATEGIES	14-22
4.1 Customers	14-15
4.2 Market Size and Trends.....	15-17
4.3 Competition and Competitive Edges.....	17-18
4.4 Estimated Market Share and Sales.....	18
4.5 Marketing Strategy.....	19-22
4.5.1 Overall Marketing Strategy	19
4.5.2 Sales Strategies	20
4.5.3 Advertising Strategies.....	20-21
4.5.4 Distribution Strategies.....	21-22
5.0 MANAGEMENT TEAM	23-36
5.1 Organization	23
5.2 Key Management Personnel.....	24-29
5.3 Management Compensation and Ownership	36
5.4 Supporting Professional Advisor and Services.....	36
6.0 FINANCIAL PLAN	37-44
6.1 Start-up Cost	37
6.2 Working Capital	38-39
6.3 Start-up Capital and Financing.....	39-41
6.4 Cash Flow Statement	41
6.5 Income Statement.....	42-43

6.6 Balance Sheet	44
7.0 PROJECT MILESTONE	45-46
8.0 CONCLUSION	46
9.0 APPENDICES.....	46-47

1.0 EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts

The encapsulated energy drink made from gula anau, developed by six students from UiTM Kuala Pilah in Negeri Sembilan, represents a groundbreaking advancement in the energy beverage market by combining traditional, natural ingredients with modern encapsulation technology. Gula anau, a traditional palm sugar known for its natural sweetness and rich nutritional profile, provides a healthier alternative to the synthetic sugars typically used in energy drinks. It is packed with essential minerals like potassium, zinc, and iron, and has a lower glycemic index, offering a more stable energy source without causing rapid spikes and crashes. The encapsulation technology preserves these flavors and nutrients while ensuring a controlled release of energy-boosting elements, significantly enhancing the drink's effectiveness. By integrating these natural ingredients with cutting-edge technology, we have created an improved version of existing energy drinks, providing a unique selling point in a competitive market. Our product's commitment to natural ingredients sets it apart from competitors, appealing to health-conscious consumers seeking more wholesome options.

1.2 The target market and projections

People with active lifestyles often seek for energy drinks for an instant energy boost, enhanced focus and improved physical performance. These beverages usually contain caffeine, taurine, B-vitamins and sometimes electrolytes which help increase alertness, endurance and hydration. So, our company focuses on this particular group of potential consumers. First and foremost, our company aim to project our sells to a mass market. However, our companies specifically target a group of individuals that has healty lifestyles as our main target audience. This includes an athlete, hikers, cycles, runners or others group individuals that required a quick energy boost to maintain focus and enhanced performance. So, our company looking forward to monopoly this segment of particular market audiences by becoming the first encapsulated energy drink that can fit into their hectic casual by removing the need or the hassle of having conventional energy drinks that in cans or bottles.

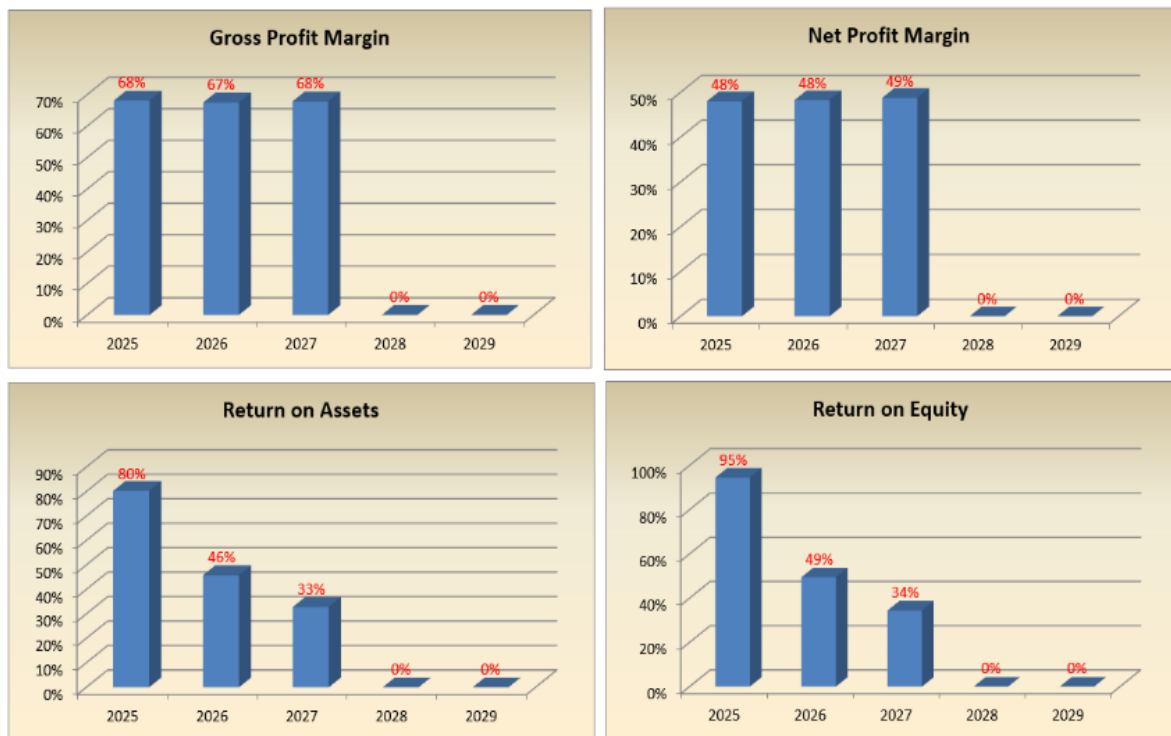
1.3 The competitive advantages

Our encapsulated energy drink developed from gula anau improves on well-known brands such as RedBull, ExtraJoss, and Monster. By utilising the natural benefits of gula anau, a traditional palm sugar that is rich in minerals such as potassium, zinc, and iron, our beverage provides a healthier alternative to standard energy beverages loaded with synthetic sugars and chemical additives. Gula anau's natural sweetness and lower glycemic index offer a consistent, sustainable energy release without the harsh spikes and crashes associated with

other energy drinks. Furthermore, our revolutionary encapsulation method not only retains the drink's flavour and nutrients, but also makes it more convenient for customers. The enclosed format is ideal for transporting, mixing, and consuming on-the-go, responding to today's hectic lifestyles. Beyond convenience, our product provides outstanding economic value by combining locally sourced gula anau with efficient manufacturing methods, allowing us to deliver a high-quality product at a competitive price. This emphasis on natural ingredients, modern technology, and economic feasibility sets our drink apart in the market, appealing strongly to health-conscious consumers seeking genuine, authentic alternatives.

1.4 The profitability

PROFITABILITY



The diagram above indicates a decline in both Return on Equity (ROE) and Return on Assets (ROA) for our company. Meanwhile, our Net Profit Margin and Gross Profit Margin have remained constant from 2025 to 2027.