



RASAHUB APPLICATION

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1. EXECUTIVE SUMMARY

1.1 ABOUT RASAHUB

RasaHub was launched on 2nd May 2024 by Foodie Fix Enterprise as a medium in spreading Malaysia culture and promoting a positive vibe to all around the world. RasaHub offers quick and simple recipes that are easy to follow by all gender and age. The increasing rate of cardiovascular disease in Malaysia started getting concerns by Malaysians. Hence, RasaHub also aims to support healthy lifestyle consumers or anyone that wants to switch their eating habits and wants to become fit.

1.2 THE TARGET MARKET AND PROJECTIONS

RasaHub by Foodie Fix Enterprise focuses on students, housewives, health-conscious consumers, working adults, and those on a tight budget. According to surveys, there is a high female population (70.7%) and significant interest from younger age groups, especially those between the ages of 15 and 30. 61 percent of the responders are students, and their high level of participation suggests that RasaHub is popular among academics. With a target market share of 5% in its first year and 9% by 2026, RasaHub is a food recipe app that targets urban households, millennials, and food enthusiasts in Malaysia. Plans for expansion include ties with neighbouring countries including Indonesia, Thailand, and Singapore. The growing popularity of culinary arts, smartphone usage, and internet connectivity are all predicted to contribute to the growth of the food recipe app market. The community-building tools, personalised approaches, user-friendly interface, and efficient customer support of RasaHub are its strongest features.

1.3. THE COMPETITIVE ADVANTAGES

RasaHub sets itself apart in the Malaysian food recipe app market with a strategic pricing model designed to deliver exceptional value and comprehensive services. The freemium model provides essential features for free, encouraging wide user engagement. Daily and weekly subscription options provide flexibility for users to access premium features on a short-term basis. The core of RasaHub's strategy lies in its premium subscription plan, priced at MYR 19.99 monthly or MYR 199.99 annually. This plan grants users unlimited entry to a wide range

of recipes, exclusive content, advanced meal planning tools, detailed nutritional analysis, grocery integration, and professional dietary advice. Compared to competitors, RasaHub offers a more extensive range of services, including unique features like grocery integration and online consultations, aiming to establish itself as a leading choice for culinary management and health-conscious users in Malaysia.

1.4. THE PROFITABILITY

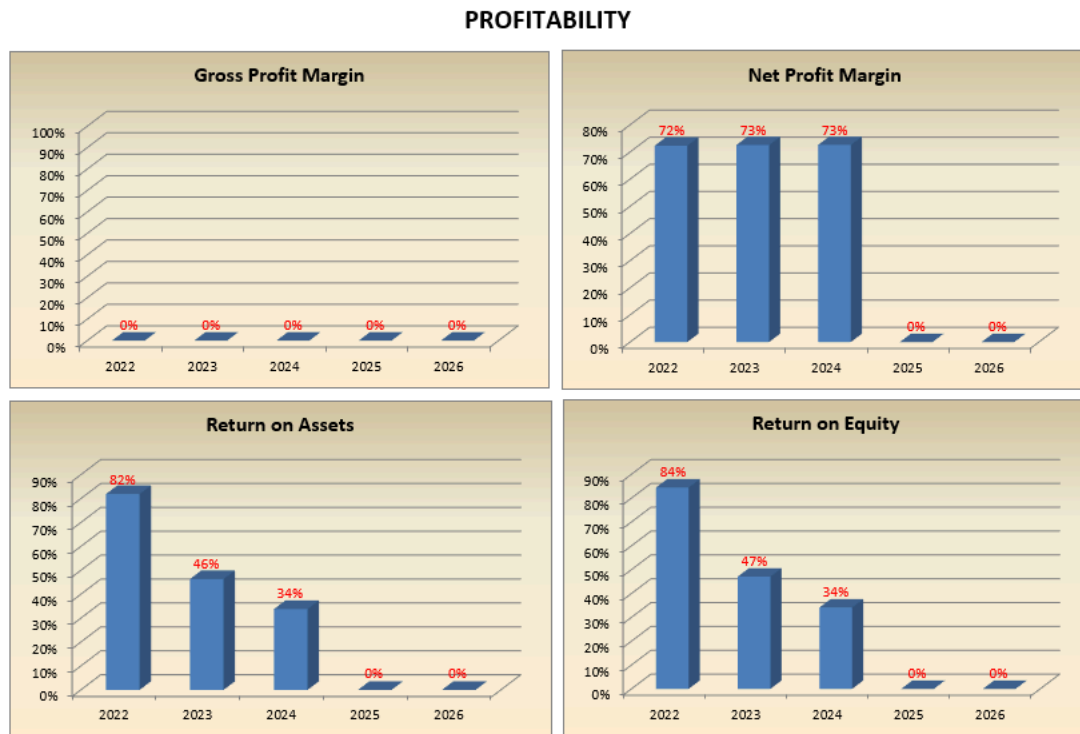


Figure 1: Return on Equity and Return on Assets

Diagram above shows that Return on Equity (ROE) along with Return on Asset (ROA) for our company decreased from 2022 to 2026. For our Net Profit Margin and Gross Profit Margin shows a constant value from 2022 to 2026.

1.5. THE MANAGEMENT TEAMS

The management team of Foodie Fix Enterprise is led by its founder, Miss Nur Syafiqah Jamaludin, who is responsible for making connections and establishing the company’s culture. There is a general manager, Miss Nur Faqihah Mohd Rosdi, that will help in monitoring daily operations. Along with her, there is Miss Nur Asiah Muhammad Zawave as marketing manager, Miss Nur Anis Syahira Amran as a dedicated operational manager and Miss Marsya