



JELLYPLOP

Faculty : Faculty Of Applied Science

Program : Bachelor In Food Science And Technology
(Hons.)

Program Code : AS266

Course : Technology Entrepreneurship

Course Code : ENT 600

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Submission Date: 24 JULY 2025

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1. EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts

Aromiselle Solution is emerging food innovation company located in Malaysia that focus on making healthy and functional snack product for all consumer that want to eat healthy snack. Our flagship product, Jellyplop which is low-calorie, and beauty-enhancing jelly snack made primarily that made from local fruit purees which are papaya, rambutan and mangosteen and then add konjac powder and carrageenan as a gelling agent.

This JellyPlop offer a chewy, juicy texture with the all the nutrition that good for body such as vitamin A, B, C and collagen peptide that support your immune system, skin health and support hydration. This product contains not added sugar making it the sweetness come naturally from the fruit itself, and this product also contain no artificial colouring.

This product is packed in pouches pack for ensure its clean and prologue its shelf life. All the formulation and packaging make this Jellyplop more than a normal snack. This is functional healthy snack product that bridged the nutrition and snack to become an enjoyment for the consumer. These innovations promote local fruits and support national health trend to create economic value through healthy snacking product.

1.2 The target market and projections

Jellyplop targets wide range of demographic on health-conscious such as working professional and students who need simple snack that give energy, parents that searching healthy snack for their kids and lastly the elderly coustomer that prefer easily digest snack rinvh in nutriens. The products fits with the theme of functional snack and convenience food categories that competent with the growth of rising health awareness, busy lifestyle and demand for nutritious snack. As more customer moving forward to the trend of preventitve health and natural products this Jellyplop is on the positioned to thrive with the market projections over a 3-year period as follows

- Year 1 (2025): 1% market share
- Year 2 (2026): 5% market share
- Year 3 (2027): 10% market share, equivalent to a market value of rm33.3 million

All of this is equal a sales projection of rm975,800 from approximately 82,000 units.

1.3 The competitive advantages

The Jellyplop own several advantages over other competitors in the jelly snack segment. First, the clean label and health focused formulation make the Jellyplop is not same unlike others jelly product they use artificial sweeteners and synthetic colours making it not to healthier however Jellypop is naturally sweet from the fruit making it healthier. Secondly, the functional benefit. Inside the Jellyplop contain collagen peptides, dietary fibre and antioxidants that make this product a beauty snack and help digestive gut health. Thirdly, the uses of local tropical fruits. By using the rambutan, mangosteen and papaya the Jellyplop not only support agricultures but also bring a unique flavours profile into the snack market. Fourthly, it also vegan and halal. The uses of konjac powder and carrageenan which is from plant base make it suitable for all consumer bases including their faith in religious. Lastly, the portable packaging. The stand-up pouches both functional and eco-conscious make it freshness and hygiene can be maintain.

1.4 The profitability

The Jellyplop is a sustainable business model since it a food that always have consumer that demand for a new healthy snack. With the RM11.90 per pouch that contain 10 pieces of jelly this product gross profit margin of 30.77%. Over three years

- Total projected sales = RM975,800
- Gross profit = RM 300,000
- Estimated break-even within the first two years

This can be improved with subscription-based models, bundle promotions and collaborations with fitness platforms will be employed. This strategy ensures the products remain affordable for the middle-income group. Moreover, cost efficiency can be achieved by batch processing, direct online sales and local sourcing of fruits.

1.5 The management teams

The Aromiselle.solution company consist skilled and passionate management team.

- Harith Zuhairi Bin Kamarul Badri- General Manager
 - Food Science Graduate (UiTM) with industry experience at Gardenia. Leads strategic operation oversight and become representative for the company
- Nik Nur Binti Mohd Shafaruddin – Operations Manager
 - Skilled in handling the SOP implementation during production due to the hands-on experience from Mamee-Double Decker