



## **ACKNOWLEDGEMENT**

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## EXECUTIVE SUMMARY

**Vision:** Our vision is to ensure the satisfaction of our customers and strive for international level.

**Company Background:** Our company name is 'TYCOON' which come from the JAPAN means a wealthy, powerful person in business or industry. We want our product to become one of the best products in food industry and let entire world know about our product.

**Products:** We have created a product specially designed for the people in Malaysia who are really love the lemon grass taste in every cuisine which is lemon grass cooking cube. This cooking cube acts as a replacement for lemon grass plant which sometimes might be hard to get. We also have improved our product ingredients by adding salt and sugar to build a friendly and easy to use product.

**Market:** Market target of our products is located at Perak, Penang, Kedah and Perlis. In Perak we distributed our product at Ipoh, Taiping, Manjung, Tapah and Kamunting. In Penang we distributed it at Georgetown, Butterworth and Seberang Perai while in Kedah we put it at Alor Setar, Sungai Petani and Jitra. Lastly, we distributed it in Perlis at Arau and Kangar. All of the district mentions are chosen because it has a big people population and it will lead to higher demand.

**Distribution channels:** We have distributed our product to retailer at all 4 mentioned state which is Perak, Penang, Kedah and Perlis.



**Competitors:** The only competitor that we have in Malaysia that also made cooking cube is Knorr brand.


### Financial Project:

	Year 1	Year 2	Year 3
Profit (RM)	228,904	357,924	530,439

**Operational:** we expected to produce 44070 units per month. Total operational cost is RM 46543.40 and cost to produce one unit of hair powder is RM 1.06.

#### 4.2. Description of products

Table 4.2.1 Product description

Product	Description
Features	<ul style="list-style-type: none"> <li>• <b>Size</b> : 5cm in length, 1cm in width and 3.5cm for the height</li> </ul> <div style="text-align: center;">  </div> <ul style="list-style-type: none"> <li>• <b>Shape</b> – cuboid for easy packed and to maintain the shape of cube itself.</li> <li>• <b>flavour</b>– lemongrass to retain the original flavour.</li> <li>• <b>Packaging</b> - 1 small box consist of two small cubes of 20g which is 1cm x 3cm x 4cm in size.</li> </ul>
Ingredients	<ul style="list-style-type: none"> <li>• Salt, Com Starch (Contains Sulphite), Sugar, Lemongrass, Monosodium Glutamate, Palm Oil, Maltodextrin, Yeast Extract, Sodium Inosinate and Sodium Guanylate, Garlic powder, Spices, Onion, Celery Seed, Citric Acid, Caramel.</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>• It dissolves easily</li> <li>• It conserves the flavor of the original lemongrass</li> <li>• It is long term product as it is preserved.</li> <li>• Easy to store and carry as it size is smaller than the natural lemongrass.</li> <li>• It is no need to pound a lemongrass in mortar stone.</li> </ul>