



## BLUEPRINT: AISKRIM MALAYSIA KNOTTER



1B

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**FACULTY** : FACULTY OF COMPUTER SCIENCES  
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# CHAPTER 1

## INTRODUCTION

### EXECUTIVE SUMMARY

In Malaysia, ice cream that made in cylindrical plastic with various types of flavours is known as Aiskrim Malaysia and it has been a main choice in the 70's until 90's. This ice cream is called as Aiskrim Malaysia because of the uniqueness of the packing process itself that emphasizes the neat knot and all these processes are done manually by using hand. The problem exists while packaging the Aiskrim Malaysia is that it is quite hard to make a knot on the packaging and use more work energy. As the result, it effect to the lower number of the production of the Aiskrim Malaysia. Therefore we want to produce this product. By producing this product, we will make sure that this product can help consumers increase the production of the Aiskrim Malaysia. Other than that we also want to make that this product ease and help the consumers in packaging the Aiskirm Malaysia with the knot tight. Moreover, we also want to help our consumer reduce the time and their energy on packaging the Aiskrim Malaysia.

## 1.1 COMPANY AND PRODUCT BACKGROUND

Omamori Company is one of Malaysia's leading providers of Aiskrim Malaysia Knotter products. Omamori business operates less than two years, but every month afterwards Omamori is able to manage and increase sales and profits.

Our company wants to help person who have difficult time in knotting the Aiskrim Malaysia. Besides, the benefit of Aiskrim Malaysia Knotter is to make the process of preparing and packaging the Aiskrim Malaysia become easier. The product can also reduce the work energy of the person as this tool is helping in improvise the knotting technique trick. From that, it can save time and increase the production of Aiskrim Malaysia.

There are a few changes to create and distribute our product for this one year of this company creation. The company will make sure that the product produced in high quality and meets requirements of the customer during the production process. In addition, the division of the business will guarantee good results for the development of the best quality goods.

Omamori Company is located at Kota Bharu, Kelantan since it is strategic area. Since Kota Bharu is the capital city of Kelantan, many potential customers have come to Kota Bharu. Omomari Company will grow quickly in Kota Bharu, as most of the production in this sector is growing. While located in Kelantan, Aiskrim Malaysia Knotters are still available in Malaysia.

The owners focus on growing their business to earn more profits in every year. In five years, Omamori Company will well-known in making Aiskrim Malaysia knotter. Our company also had planning to expand our products around the Malaysia.

### 1.1.1 Business Background

Table 1.1 Business Background

Name of Business	Omamori Company
Address	Seksyen 61, Mukim Bunut Payong, 15150 Kota Bharu, Kelantan.
Telephone Number	019-4683922
Fax Number	09-7473532
Email Address	omamori@gmail.com.my
Form of Business	Partnership Enterprise
Commencement Date	10 September 2019
Registration Date	07 November 2019
Registration Number	KC0046757-T
Name of Bank	CIMB bank
Bank Account Number	7052817564

### 1.1.2 Logo



Figure 1.2 Omamori Company's logo

Logo description:

Omamori are Japanese lucky charm which are bringing good luck to the bearer on particular occasions, tasks or ordeals. The word omamori means protection, with omamori being the honorific form of the word, "to protect".

Hakuna Matata is a Swahili language phrase from East Africa, meaning "no trouble" or "no problems".