



TECHNOLOGY BLUEPRINT REPORT

GOACHEEZE POWDER

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EXECUTIVE SUMMARY

Cheese has grown in popularity in the worldwide in the last 50 years. Statistics show that consumption tripled from 1970 to 2009. Cheecah Sdn Bhd is introducing a new product to the customers which is Goacheeze as product invention made from goat milk cheese due to properties of cheese made from cow milk high in saturated fats and sodium content. Thus, it will results to the difficulty in digestion of the large fat molecule present. Besides, higher in lactose makes some people avoid from consumption because of the milk allergy or lactose intolerance. Due to the high sodium availability in the cow cheese, there are some of the consumer faced with severe conditions like hypertension and renal failure.

Thus, we come out with a solution to produce dairy cheese product which provide high nutritious and can be consume for lactose intolerance consumer. Nutritionally, this product is relatively low in sodium content as two tablespoons of cow cheese cotains 511 mg of sodium, while same quantity of goat cheese only contains 118 mg of sodium. Besides, goat cheese contains smaller fat molecules making it easier to be digest as compared to the cow cheese. Low in lactose content of the goat cheese are suitable for the people with lactose intolerance, hence it is excellent choices for them. Goacheeze is a product invention made from goat milk cheese and turning into powder by using spray drying technology. Goacheeze powder are in stable dry form which can retain its shelf life in different storage conditions. Furthermore, Goacheeze powder also come in sachet which can be easier for travelling.

Overall marketing strategy will be included specific marketing philosophy and strategy of the compant, the value chain and the channel of distribution which are by direct and online selling selling in the targeted market. Firstly, our target market will be focusing on the supermarket especially at urban area. As for our initial selling effort, we have already determined our target group of customer that would buy our products. Our main target customer is travellers as it is space saving and not perishable. Secondly, among cheese lovers due to multi ways of consumption include gourmet dipping, sauce and seasoning. Lastly, people with lactose intolerance because of the complication they faced when consume cow cheese. As our product comes in sachet, it will ease and minimise time to preapre as it does not require too much physical energy. This price of this product is also reasonable and affordable which is RM 33 for a box that contains 12 sachet of Goacheeze powder. The total net profit after all expenses are paid for second year is RM 79 000.00. The management team of our company are divided into several section which are Chairman, Non-Executive Director, Chief Executive Officer, Chief Financial Officer and Executive Director, Technical and Production. Each of the section were led by experienced and professional employee to ensure our company's product quality and efficiency.

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1.0 Product Description

1.1 Details of the Products

Goacheeze is a product invention made from goat milk cheese and turning into powder by using spray drying technology. Goacheeze powder are in stable form which can retain its shelf life in different storage conditions. In long term effect, Goacheeze powder is efficient product due to the climate change in every country. This is because, each country have different weather (temperature and humidity) and can affect the shelf life of any perishable products like cheese. Basically, climate change is related to global atmosphere that can attribute to human activities (Rahman, 2018). Due to the climate change, the humidity and temperature also can be affected and lead to negative effect for people, food and environment. Therefore, by developing cheese powder, the shelf life of the product can be enhanced compared to the original state of the cheese. Besides, this product also important due to urban transition which is a convenience products are really needed as it can save people's time and effort effectively.

Moreover, the current cheese that are available in Malaysia market is mostly produce from cow's milk so it has lower nutrition compared to goat's milk and also not acceptable for lactose intolerance people. According to Boyazoglu&Morand-Fehr (2001), goat milk has higher nutrition and also can be alternative milk for human infant (Bhattarai, 2012). The study also stated that goat's milk has lower allergenicity compared to the cow's milk. Lastly, the most important part is the unstable shelf life of cheese that lead to the generation of Goacheeze powder that can be stored longer without refrigerator. This product is relatively low in lactose content, hence are excellent choices for people with lactose intolerance. Goacheeze powder can be ready to eat in many ways including gourmet dipping, sauce and seasoning. Furthermore, Goacheeze powder also come in sachet which can be easier for travelling.

1.2 The Application of the Products

Generally, cheese is a food that commonly consumed by American, Asian, and European because of the nutrition provided by the cheese such as proteins, vitamins, amino acids and calcium (Foster, 2011). In Malaysia, cow's cheese is more familiar