



TECHNOLOGY BLUEPRINT POWOW SDN BHD

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1.0 EXECUTIVE SUMMARY

PowOw Sdn Bhd will be introducing a new product to the customer which is a gluten-free “nasi impit”, known as Brassicapow. The target of our company is to create an alternative and healthier version of “nasi impit”. Brassicapow has its own uniqueness whereby it is made by cauliflower instead of using rice as the main ingredient. Besides, our company also uses the freeze-drying technology in order to produce cauliflower powder. Nowadays, many people are trying to get a healthy lifestyle which includes consuming healthier food. However, current “nasi impit” or rice cubes in the market are high in carbohydrates which could result in obesity. Therefore, other than gluten-free, Brassicapow promotes health benefits to the consumers since it is made from pure cauliflower that is low in carbohydrates, fats and sodium but rich in vitamin C and folate (Carruthers, 2018). Our product is also suitable for parents that are having children who are less likely to eat vegetables. As our product is made from cauliflower, this helps to add vegetables to their children’s daily meals. Although the taste of our rice cubes may be affected by the taste of cauliflower, it can be easily eliminated once it is dipped in an appropriate sauce such as sate peanut sauce, rendang or even serve in soups. Furthermore, we will be placing our product on general supermarket shelves. Besides, for our target group of customers that has high possibility to buy our products will be gluten allergic and people in keto diet, as the major target customer, parents as well as workers. Moreover, our product is convenient as it requires less preparation time which is between 10 to 15 minutes preparation. Hence, this helps to ease and reduce the time for people with a busy lifestyle. For the price of the product, it is not only affordable but also reasonable and our company’s target production for the second year will be RM 80000.00. Meanwhile, for the profitability of our company, it can be classified into three stages, including the invention stage, the growth stage and the maturity stage. In order to introduce our product to the target market during the invention stage, the price of Brassicapow is maintained low, but ensuring its high quality. At the growth stage, as more customers will be aware of our product in the market, the price of Brassicapow will be raised so that more profit will be gained. Nevertheless, the demand of our product may decline at the maturity stage due to consumers starting to realize the similarity of our product with the existing product in the market. Lastly, to make sure and maintain our company’s products’ quality, an

efficient and effective management team have been implemented in PowOw Sdn Bhd. The management team in PowOw Sdn Bhd are divided into several units that were led by skilled and qualified employees.

2.0 PRODUCT DESCRIPTION

2.1 Details of the product

Brassicapow, the new existing product from PowOw Sdn Bhd, is rice cubes or also known as “nasi impit” that is gluten-free and produced through freeze-drying technology. Although “nasi impit” are already being marketed abundantly, Brassicapow is not the same as the other rice cubes as it is made from pure cauliflower instead of using rice. Unlike the typical rice-based “nasi impit”, Brassicapow is low in carbohydrates and fats content as well as gluten-free. Thus, it can be consumed by people with gluten intolerance or people with strict diets without the worries of them getting sick or increasing their body weight. Furthermore, Brassicapow is a versatile “nasi impit”, whereby it can be served during festive seasons such as Hari Raya, substituting the typical “nasi impit”, or also consumed during lunch hour. Besides, Brassicapow is suitable to be consumed with sate peanut sauce, rendang as well as mixed in soups. Moreover, Brassicapow can help to solve the problems faced by parents with children who are less likely to consume vegetables in their daily meals since its main ingredient used is cauliflower. Generally, the cooking or preparation time of “nasi impit” is up to 60 to 90 minutes which is time-consuming. Brassicapow can help to minimize the cooking and preparation time by soaking it in boiling water for 10 to 15 minutes. The preparation of Brassicapow is fast and simple in which it does not take longer time to cook unlike the common “nasi impit”. Thus, Brassicapow can be enjoyed by people especially those who have time constraints due to their work. To conclude, Brassicapow is not only affordable, it is also versatile and convenient.

2.2 The application of product

Our company wants to exploit technological advancement in food products to create a solution for the eating lifestyle as well as to encourage the consumer to get good health and well-being for their own benefits. The existing food product of nasi impit has inspired us to produce the same concept and employed it to our product with several improvements.

The essential ideas that make Brassicapow different from any other instant “nasi impit” is its benefit provided together with its way of usage. Unlike other instant “nasi impit”, Brassicapow is mainly made of cauliflower instead of white rice. Hence, it is a healthy alternative to substitute the common nasi impit and perfect for people who have specific dietary goals. Other than that, it is convenient towards the consumer as the product only needs boiling water to cook and it's ready to be served within just a few minutes later. A study by Weissman A. (2002) reported that a customer's overall liking for convenient goods or services has a significant influence on buying determination. Therefore, Brassicapow were invented with convenient ways of preparation to reduce time preparation as well as rich with sources of nutrition.

The main application of Brassicapow is targeted for dietary people to enjoy their meals especially during festive season like “Hari Raya ” with guilt free. Next, consumers may also experience the Brassica with their daily dishes like sauté veggies and chicken curry. By this substitution of white rice, the man-eater has cut down their calories and carbohydrates intakes per meal. Therefore, it promotes weight loss as the principle to weight-loss is to take least calories than can burn (Donald H. M., 2020).