

UNIVERSITI TEKNOLOGI MARA

BACHELOR OF SPORT SCIENCE (SR243)

COURSE:

ENT-600 TECHNOLOGY ENTREPRENEURSHIP PROJECT NAME: ATHLETIC FOOD MAKER (AFM)

PREPARED BY:

MUHAMMAD AZRIN HAMID (2013337405) NUR IZZATI BINTI AHMAD (20133454970 NUR AINA RAIHAN BINTI RAHIMI (2014387727) MOHAMMAD AYUB BIN MAT YUSOD (20133342950 SD AMIRUL HIDAYAT BIN SD KAMARULZAMAN (2013809574)

PREPARED FOR: MADAM ZANARIAH ZAINAL ABIDIN

DATE OF SUBMISSION: 16TH JUNE 2016

Contents

CHAPTER 1
1.0 PURPOSE OF DEVELOPMENT
1.1 Introduction4
1.2 Purpose of Development
1.3 Product Concept4
1.4 Application4
1.4.1 Function
1.5 Features
1.5.1 Picture Description
CHAPTER 26
2.0 TECHNOLOGY DESCRIPTION
2.1 Overview of product prototype
2.2 Athletic Food Maker7
2.3 Components Description
CHAPTER 3
3.0 MARKET RESEARCH AND ANALYSIS
3.1 Target market
3.1 Target market
3.1 Target market103.2 Market Size and Market Share103.3 Competition and Competitive Edges103.4 Estimated cost per Unit113.5 Selling Price11
3.1 Target market103.2 Market Size and Market Share103.3 Competition and Competitive Edges103.4 Estimated cost per Unit113.5 Selling Price113.6 Marketing strategies11
3.1 Target market103.2 Market Size and Market Share103.3 Competition and Competitive Edges103.4 Estimated cost per Unit113.5 Selling Price113.6 Marketing strategies11CHAPTER 412
3.1 Target market103.2 Market Size and Market Share103.3 Competition and Competitive Edges103.4 Estimated cost per Unit113.5 Selling Price113.6 Marketing strategies11CHAPTER 4124.0 FINANCIAL PLAN12
3.1 Target market103.2 Market Size and Market Share103.3 Competition and Competitive Edges103.4 Estimated cost per Unit113.5 Selling Price113.6 Marketing strategies11CHAPTER 4124.0 FINANCIAL PLAN124.1 Start-up Cost12
3.1 Target market103.2 Market Size and Market Share103.3 Competition and Competitive Edges103.4 Estimated cost per Unit113.5 Selling Price113.6 Marketing strategies11CHAPTER 4124.0 FINANCIAL PLAN124.1 Start-up Cost124.2 Working Capital (4 months)12
3.1 Target market103.2 Market Size and Market Share103.3 Competition and Competitive Edges103.4 Estimated cost per Unit113.5 Selling Price113.6 Marketing strategies11CHAPTER 4124.0 FINANCIAL PLAN124.1 Start-up Cost124.2 Working Capital (4 months)124.3 Cost of component per prototype13

CHAPTER 1

1.0 PURPOSE OF DEVELOPMENT

1.1 Introduction

The product that will be developed is an Athletic Food Maker to help athletes to enhance their food management intakes. This is due to situation where some athletes do not have much time to prepare their addition dietary food and hard to precise their food intake calories regarding to their training intensity. Therefore, this machine is developing to overcome these problems. The AFM is inspired from the coffee maker machine that can be managed by the users easily.

1.2 Purpose of Development

- > To help athletes get sufficient nutrition based on their training needs
- Promote healthy food intake among athletes
- > To create new way in food preparation for athletes
- > Allows athletes to prepare the food based on their training intensity

1.3 Product Concept

Help athletes prepare a healthy and adequate food intake (before, during and after training).

1.4 Application

- > Get precise calories intake for athletes (before, during and after training)
- The athlete can determine their calories intake and calories recommendations for various level of training intensity.

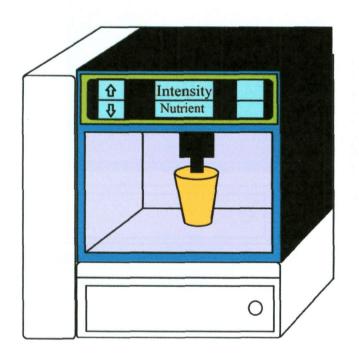
1.4.1 Function

- > Auto-served or prepared for athletes
- Simply key-in some data such as body weight, body height, training regime, training intensity to get the correct food intake for the training.
- Pre-packed ingredients are inserted in the machine, press the button, and wait for five minutes then the snack is ready to be serve and eat.

1.5 Features

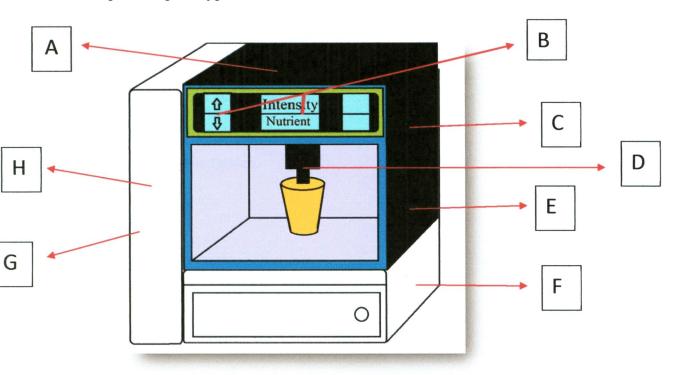
- > The machine is easy to carry and move.
- > Ingredients based on diet requirements in pre-pack disposable packet.
- > User friendly machine that allow choice of product.
- > Machine instantly prepare packed food based on athlete choice.

1.5.1 Picture Description



Athletic food maker

CHAPTER 2 2.0 TECHNOLOGY DESCRIPTION



2.1 Overview of product prototype

Label	Device
A	Stainless Hopper
В	Instruction button and display
C	Evaporator & Air Pump
D	Outlet valve
Е	Smart AC Motor
F	Compressor
G	Air Cooler
Н	Condenser with fan