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MARA

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Name : Adibah Sofia Binti Mohd Nazli

: Nadzratul Aufa Binti Mohd Faisal

: Fatha Aisyah Binti Puad

: Nurul Afiqah Binti Mat Rasid

: Nur Syahimah Binti Mohammad Sedek

Lecturer : Dr Farah Lina Azizan

Submitted to:

Dr Farah Lina Azizan

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EXECUTIVE SUMMARY

Armaryll Manufacturer is food colouring and flavouring company that mainly focuses to produce and commercialize products based on natural plants. The unique and distinctive features of the Armaryll Manufacturer are 100% from natural plant-based. These qualities distinguish Armaryll's apart from the others' competition. This company was managed with an organized structure that was led by the General Manager and four other managers. Each manager has a job description that specifies their responsibilities to reach a company's objectives and goals.

Armaryll's will be invented under the new product development name as Pandan tea bag or known as pandan kit. The company offers products that are suitable for a variety of culinary purposes in a convenient way and easy to use. Pandan tea bags are a must-have product in the kitchen for flavouring or colouring. It can be used in a variety of cooking and drinking and even suitable for pastries. The method to use only immersing the 'pandan' tea bag in hot or cold water makes it ready and enhances the taste and colours of food and drinks. Besides, the compactible packaging in triangular shape releases more aroma and colours than the original pandan leaf. The shape of packaging also needs minimal storage.

Other than that, Armaryll Manufacturer prepared Pandan Kit available on online platforms such as official website, Shopee, Lazada and others. The collaboration with another existing product is also the marketing strategy to boost sales. With the strong organization structure and uniqueness of Armaryll's product, we hope the new innovation of Pandan tea bag can enter the Malaysian market and become one of the leading food product brands in the country.

2.3.2 Product Design & Features

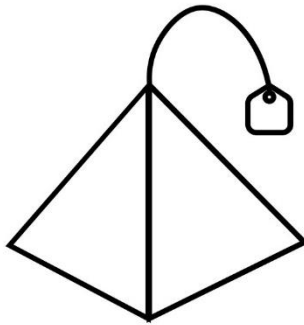


Figure 12 Schematic Diagram of Pandan Kit

Specification	Elements
Product Name	Pandan Kit
Weight	1-3 grams
Packaging	20 packets per box
Size Dimensions	60mm*60mm*60mm
Performance	A biodegradable bag which can be used in various ways like cooking and drinking.
Reliability	Using advanced manufacturing technology
Safety in Use	100% safe, eco-friendly, and devoid of hazardous chemicals.
Durability	18-24 months if carefully preserved
Special Features	beneficial to health and can be utilised straight in cooking and drinking

Table 1 Full Specifications and Elements of Pandan Kit