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Kampus Sungai Petani

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EDIBLE COOKIE CUP: CUPPA COOKIE

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ABSTRACT

Based on the research that we have conducted, the article concludes that plastic cup consumption is increasing in our daily lives. Many Malaysians enjoy drinking Starbucks coffee or any other sort of coffee brand on a daily basis. This will result in an increase in plastic waste generated by Malaysian consumers. As a result of this problem, we decided to create Cuppa Cookies, often known as edible cookie cups. Following that, Cuppa Cookies is an alternative effort to reduce disposable cup usage in Malaysia. This edible cookie cup is a one-of-a-kind way to present beverages and sweet treats together. We noticed that our product can provide benefits to the consumer and also can give a positive impact on the environment. Additionally, our product, which is Cuppa Cookies, is made with premium quality cookie dough and comes in two flavors: premium classic cookie and premium dark chocolate cookie. Next, our product is safe for people of all ages to consume because we do not use any harmful ingredients. Besides, Cuppa Cookies are excellent for people who wish to maintain a healthy lifestyle because they offer dark chocolate flavors. Furthermore, the consumer could enjoy any beverage in Cuppa Cookies, then they could eat the cup once they finished their drinks. Next, we also create a cup lid out of cookies to prevent water spillage and we also provide a biodegradable cup sleeve at the bottom of the Cuppa Cookies to maintain the hygiene of our product. Lastly, the most important part is Cuppa Cookies does not alter the flavor of beverages due to the fact that we use premium quality cookie dough.

NOVELTY AND ORIGINALITY

Our product is called Cuppa Cookies which is known as edible cookies cup. We came up with this idea after observing that Malaysian citizens enjoy drinking Starbucks coffee, or any other coffee brand, at any time and anywhere, to boost their energy levels during the day. As a consequence, many plastic wastes have been generated from this issue. As a result, we decided to launch this product which is Cuppa Cookies, in order to help Malaysia reduce its reliance on plastic consumption. Additionally, our product novelty is essentially made from a premium quality cookie dough that is less brittle. This cookie cup is designed in such a way that the customer can easily eat it after they have finished their beverages. Besides, cuppa cookies also can be consumed by all ages because we do not use any harmful ingredients and it is ideal for those who are concerned about their health. This is because we provide two types of flavors such as premium dark chocolate cookies and premium classic cookies. Additionally, we create a cup lid out of cookies to prevent water spillage. Additionally, our product does not alter the flavor of beverages due to the fact that we use premium quality cookie dough. Lastly, Cuppa Cookies come with a biodegradable cup sleeve at the bottom of the cup. This is to ensure the hygiene of our product.

USEFULNESS

Malaysia is ranked eighth worst in the world by Academic Journal Science for its plastic waste issue. Malaysia produced about one million tonnes of plastic waste in 2010, with an estimated 370,000 tonnes washing into the ocean. Plastic usage is considered normal since we use it on a daily basis for items such as plastic cups, straws, water bottles, and bags. However, plastic waste poses a significant environmental threat due to its high concentration of toxic chemicals, which wreak havoc on the ecosystem through air, water, and land pollution (Abdullah, 2018).

In Malaysia, our love for coffee and other takeaway products results in a massive use of plastic packaging, particularly disposable cups. Most cafes, stalls and restaurants provide disposable cups as a takeout packaging option. For instance, Starbucks, the most popular coffee chain in the world, uses more than 8,000 coffee cups per minute, which adds up to four billion a year (Perry, 2021). The majority of disposable cups are not biodegradable due to their polyethylene lining, which renders them unrecyclable and most likely to end up in landfills. Therefore, we created Cuppa Cookies as an alternative effort to reduce disposable cup usage in Malaysia. This edible cookie cup is a one-of-a-kind way to present beverages and sweet treats together. These delectable decorations are both practical and innovative and will be loved by children and adults worldwide. It is the future of sustainability through the medium of food.

APPLICATION TO ALL LEVEL

Benefit to the environment

Cuppa Cookie is an edible cup that can be composted which removes the traditional waste cycle and does not require recycling. This alternative contributes to pollution prevention by

reducing the amount of new raw materials used and the amount of waste that must be recycled or transported to landfills and incinerators which contributes on keeping the environment cleaner and healthier. It is completely biodegradable and will not clog landfills or recycling facilities, nor will it degrade into microplastics in our soil.

Benefit to the community

Cuppa Cookie has created a ready to go edible cup that can be eaten while drinking coffee. This cup not only enhances the flavour of the beverage, but also provides nutritional benefits, particularly the Dark Chocolate Cookies flavour, which is high in antioxidants and minerals. This alternative will substantially benefit the community, as the chemicals and processes used to create plastic cups expose customers to various health concerns and diseases. Although the cost of manufacturing this edible cup is relatively high, it will be highly beneficial to the consumer's health and enhance them with new experiences. (Kumar et al., 2021)

COMMERCIALIZATION VALUE

Product

Cuppa Cookies is an edible cookie cup that comes in two flavours, which are Classic Cookies and Dark Chocolate Cookies, providing a healthy way to enjoy the cookie cup. Cuppa Cookies are constructed of premium quality cookie dough that acts as an insulator, keeping the cup waterproof and less likely to shatter. We topped the Cuppa Cookies with a cookie lid to prevent spillage. Furthermore, because we utilize premium quality cookie dough, our product does not change the flavour of beverages. A biodegradable cup sleeve is also included with Cuppa Cookies. This is to verify that our product is clean. Cuppa cookies come in a standard cup size of 12 ounces (355 ml). For both kids and adults, these delightful tiny snacks make fantastic party food!

Price

Cuppa Cookies employs a cost-based pricing approach, which is the process of calculating pricing based on the cost of the products or services being sold. The cost of an item is increased by a profit percentage or a set profit number, resulting in the price at which it will be sold (Cost-based pricing definition — AccountingTools, 2021). Cuppa Cookies are RM15 a roll at cost, but they are marked up by up to 50%. Cuppa Cookies are sold by the roll, which contains 5 pieces of cup, for RM30.00, but we also sell by box for our customers who want to buy in high volume. Each box contains ten rolls. Both flavours of Cuppa Cookies are at the same price.

Place

Cuppa Cookies are a business to business (B2B) product or service that one company offers

to another company. Because we are targeting beverage firms, we distribute Cuppa Cookies at cafés, restaurants, and stalls similar to coffee shops. These terms refer to the positioning of a product in certain stores, as well as the placement of the product on a specific store's display.

Promotion

The term "promotion" refers to the act of connecting with clients. Cuppa Cookies uses a variety of promotional tactics, including internet advertising and e-commerce sites like Shopee and Lazada. Furthermore, sales promotions are short-term incentives used to persuade people to buy or sell a product or service. We also have a special offer for customers who purchase more than 10 rolls of Cuppa Cookies and receive a discount.

STATUS OF INVENTION / INNOVATION

As indicated by the World Bank, in 2016, 242 million tons of plastic waste was produced worldwide, which is 12% of all city strong waste. In the event that the removal of plastic waste is not controlled, it will bring about the arrival of synthetic compounds that will cause contamination and illness. Synthetic compounds delivered from consuming plastic will harm human interior organs. Woodland biological systems, waterways, and sea water, just as creatures, get hurt because of plastic garbage removal and unmanaged squander.

We came up with the idea of Cuppa Cookies after observing that Malaysians who enjoy drinking Starbucks coffee, or any other coffee brand, at any time, anywhere, commonly will just throw away the plastic and paper cup after finishing the drink. With Cuppa Cookies, we stressed on drinking your coffee, and then eating your cup. That is the furthest down the line endeavour to change current take-out culture, which typically accompanies an accidental side request of junk. The Cuppa Cookies is made of premium quality cookie dough that works as an insulator making the cup waterproof and less prone to breaking. We set the Cuppa Cookies with a cookie lid to make sure that no spillage occurs where the lid can also be eaten. Our future users do not have to worry in terms of taste because the use of these cookies will not change the taste of the coffee or beverages ordered. Cuppa Cookies provide biodegradable cup-sleeves to guarantee neatness is kept up with. As a result, clients won't have to worry because cleanliness will be improved with this biodegradable cup sleeve.

Since the cup is not yet on the market, we believe that our new innovation idea can create advantages and contribute to the good of the environment. Milk and cookie cups are the best way to enjoy both cookies and milk together in one recipe. This is a charming and tempting meal that is also enjoyable and kid-friendly.



Figure 1: Cuppa Cookie

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Kampus Sungai Petani

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