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BLUEPRINT REPORT

THE MEALSFESSIONAL (MRE)

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1.0 EXECUTIVE SUMMARY

MREs, or Meals Ready to Eat, are used by military across the world to keep their troops fed and ready to battle. MREs (Military Ready-to-Eat) provide soldiers with a basic source of nutrition and calories. MREs, on the other hand, are now widely used in society. It is necessary to ensure that militaries have timely access to vital nutrients in order to maintain personnel combat-ready. People's eating habits are rapidly altering these days. Fast food is gaining popularity among many individuals, particularly young adults, who prefer it to home-cooked meals. Time-consuming eating may be unimportant for some in this advancing technological era. A portion of the world's population prefers meals that are quick to prepare, taste well, and are not time intensive. However, there are few items that meet the consumer's criteria and standard demands.

The Mealsfessional's Meals Ready to Eat is a new product from a new company that has been developed and renovated into a better and handy product. The items were created following a thorough examination and investigation of the materials used as starting points. Current on-the-market items with plastic cutlery, tiny serving portions, and plastic or packaging waste are causing problems for many customers. With edible spork, a mix of spoon and fork, and biodegradable packaging, our brand presents the zero-waste idea. Our target market for this product is tourists and outdoor enthusiasts who want quick and excellent meals throughout their activities. Our product is now relevant to them because of the biodegradable packaging and edible spork, both of which suit their nature-loving viewpoint. To avoid any waste, particularly plastic garbage. We feel our Ready-to-Eat Meals will be a welcome addition to the market.

In this Blueprint report, we stated the product and technology description, market analysis and strategies, product management, financial estimates, company organization and project milestone. We made sure our product development is according to the base plan. Our product will be introduced to the market with the help of the marketing team for optimum and thorough exposure to society.

2.0 PRODUCT/ DEVICE DESCRIPTION

Our governments have enacted several rules and regulations to avoid Covid-19 infections, and we are now in a new period or new standards. People must wear face masks while visiting a public location or any open space, according to some of the norms and regulations. The travelers might have thought about the safety to eat at public places in this pandemic. The Mealsfessional is an MRE product designed to fulfil the demands of travellers and other users in society today while also helping to conserve the environment. The product comes with an edible spork and biodegradable packaging, so customers may not have to worry about waste.

Our unique feature of the products, The Mealsfessional come with edible spork which made of rice, wheat, and millet. After the ingredients have been added, they will be baked in the oven to harden them. The spork is nutrient-dense and delightful, especially when used in soups or eat it just like a biscuit! The edible spork may survive for up to 18 months and more. They are totally edible, biodegradable and help to reduce plastic waste. Plastic cutlery is often constructed of polypropylene and polystyrene, both of which have a photodegradation time of over 400 years. Just one pound of plastic cutlery may consume up to 78 litres of water and emit 2.5 pounds of carbon dioxide (CO₂).

The packaging is biodegradable based where the container, the box and the spork is easy to breakdown and recycle. Recycling can help to reduce landfill trash, and the recycled bio-waste may also be utilised as compost or as a sustainable energy source for biogas production. If you don't eat the spork before the expiration date, simply soak it in water and compost it because it destroys in three days. The reason of using box as the main design is the shape of box is convenient to bring and to keep in the bag for travelers. The Mealsfessional also come with non-toxic heater pad to reheat the food before start eating. The heating pad is light, safe to use and safe for disposal with trash and can be recycle.

There are nine type of meals in the Mealsfessional, one for each of Malaysia's nine states (Perlis, Kedah, Penang, Perak, Selangor, Negeri Sembilan, Malacca, Johor, Pahang, Terengganu and Kelantan). Our product has a strong feeling of patriotism, which may appeal to tourists who wish to sample Malaysian cuisine without travelling to every state.

3.0 TECHNOLOGY DESCRIPTION

i. Packaging

Our product used the biodegradable plastics and boxes for the packaging. The box is made of rice husk. Our biodegradable takeout box is brown in colour since it is composed of rice husk fibre. It all starts with local farmers throwing away paddy straw. After that, the raw components are refined and put through a moulding process. Molding is a manufacturing method that includes utilising a fixed frame, such as a mould or a matrix, to shape a liquid or malleable raw material. The final configuration is established as the liquid cools and solidifies inside the mould.

ii. Edible spork

Edible spork is made of rice, wheat, and millet. They will be cooked in the oven once the ingredients have been added to firm them. The process of making the edible spork is same as making biscuit but different ingredient. Once the rice, wheat and miller mixed with water, the moulding process will continue to shape the spork. The, it will bake in the oven. The spork is nutrient-dense and delicious, particularly when used in soups or as a biscuit! The edible spork can last up to 18 months or more.

iii. Non-toxic heater pad

Non-toxic heater pad is Active packaging that can heat food contents using external heat sources or electricity. Exothermic chemical reactions are commonly used in packets. Self-cooling packets are another option. These kits are valuable for military operations, natural catastrophes, and other situations where traditional cooking is unavailable. This heat pad also recycleable as it safe to throw in general trash.