



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكِ مِيَاْرَا
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HEMP PATTY

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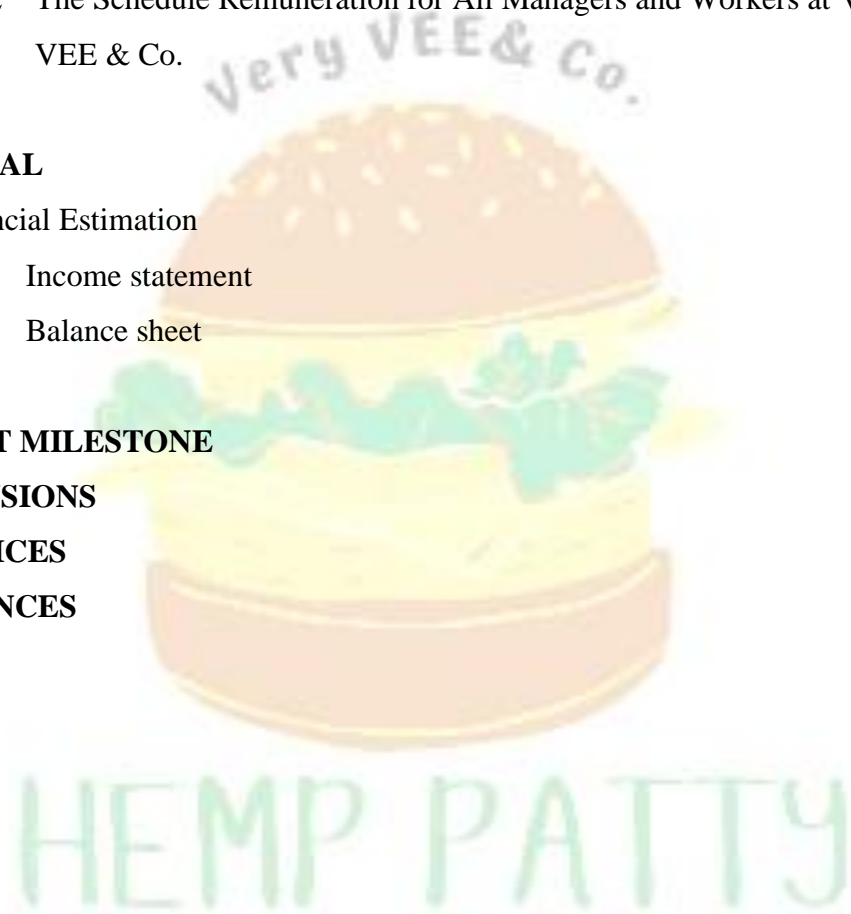
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1.0 EXECUTIVE SUMMARY

A vegetarian does not consume products or by-products of animal slaughter, such as chicken, beef, or fish. On the other hand, veganism is a stricter practice of a vegetarian who consumes no food that comes from animal by-products or even food such as eggs, dairy products, animal fats like shortening, or protein such as gelatine. Any by-products that have indirect involvement between humans and animals are also unacceptable for vegan customers, such as beeswax and leather goods. Health benefits and environmental issues are some of the concerns of a vegan practitioner hence the avoidance of any animal products consumption.

In order to satisfy the needs of producing the necessities of vegan customers, Hemp patty by Very VEE & Co. is the perfect choice for the vegan customers out there. It is a frozen patty sold in packets that is easy for customers to cook at home and customise their burgers at an affordable price. The highlight of the patty is a hemp seed that makes it compact with providing wonderful texture and nutrients that is sufficient for vegan customers as a replacement of the proteins that do not come from animal origin. Hemp seeds are brown, tiny seeds that come from a plant named *Cannabis sativa* and have a nutty flavour. It is high in protein and contains unsaturated fats like omega 3, an essential fatty acid required by the human body, and is a good source of fibre.

Many vegan patties in the market are made mainly from beans or legumes, mushrooms, onions, or soy origin, such as textured vegetable protein. Our product's main ingredients are chickpeas, sweet potatoes, and breadcrumbs, which act as the binding agent but contain hemp seeds. Commercialised vegan patties commonly focus on providing similar texture towards animal-based burger patties and not much on the nutritional value as it generally comes from a plant base. Hence, our product will provide a variety for the customers and give health benefits with the nutrients contained in the hemp seeds.

Our Hemp Patty is sold at only RM 23.20 for 1 pack of 5 pieces, which is affordable and bargain. Our business aims to achieve a profit of RM 203,542 during the second year of production by promoting it on our website, social media platforms, billboards, brochures, and banners. The business is efficiently managed by several departments, including the administrative, financial, operation, marketing, and sales departments. Each department is led by honoured managers ready to fulfil their jobs accordingly. Our product focuses on 2 groups of customers, primarily vegan or vegetarian customers, and employees.

