



**TITLE: CUBE BANANA PEEL TEA**

**FACULTY: APPLIED SCIENCE**

**PROGRAMME: BACHELOR OF SCIENCE (HONS.) FOOD SCIENCE AND TECHNOLOGY**

**PROGRAM CODE: AS246**

**COURSE: TECHNOLOGY ENTREPRENEURSHIP**

**COURSE CODE: ENT600**

**SEMESTER: 6**

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**SUBMISSION DATE:**

**27 JANUARY 2023**

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## **1.0 EXECUTIVE SUMMARY**

The purpose of Tea and You Enterprise was to create cube tea, a unique food product. The primary goal of this research is to decrease fruit food waste, which can have negative environmental effects. One of the fruit waste items that is frequently encountered at the dumpster is banana peels. In actuality, banana peels are loaded with nutrients. Tryptophan, a chemical found in banana peels, stimulates the production of the melatonin hormone. In humans, this hormone controls the sleep cycle. This tea is produced in a variety of shapes in a semi-solid state that is simple to consume. Patients with insomnia may get relief from their symptoms by using this cube tea.

Cube Tea is a unique variety of tea that is created in a jelly form (CUTEA). People enjoy drinking tea, but preparing it takes time. As a result, the concept to create a tea snack that is both economical and portable in a bag was born. The straightforward idea of flowers being a part of nature's beauty served as the inspiration for the Cube Tea (CUTEA) jelly's shape. These are manufactured from tea that has been transformed into jelly cubes, as indicated by the names because it resembles a delightful jelly rather than a tea bag, The Cube Tea (CUTEA) was created as a jelly-shaped tea.

The Cube Tea (CUTEA) is suitable for all ages, whether children, adults, or old age people because of the environmental and organic nature that are used in the products . The Cube Tea (CUTEA) is produced without any kind of additives and adding coloring that could affect the health of customers. The ingredients that are used in the making of Cube Tea (CUTEA) are all organic. There are 3 competitors for the market of the jelly and tea products which are Kucate, Ahmad Tea and Captain dolphin. Each of the competitors have their own advantages and disadvantages but the Cute Tea (CUTEA) has many advantages and some disadvantages that could be used as advertisement and attract customers due to the beneficial nutrients that contain in the Cube Tea (CUTEA).

This company's estimated start-up cost is RM 144,520. The total amount of working capital is RM 18,400. As a result, the estimated total start-up cost is RM 162,920. This expense has been factored into the startup and working capital costs. This business does not require a bank loan because the owner's cash, which is RM 91,520, is still sufficient to cover the startup costs. The management for the Tea and You enterprise are Farah Nurhanisah Binti Ab Rahim as the General Manager. Then, Nurul Adani Binti Muhammad Zakuwan as Administration Manager and Nurul Izzah Binti Mohd Zalani as Financial Manager, Nor Nabilah Nadhrah Binti Norsham as Marketing Manager and Siti Khadijah Binti Alias as Operation Manager.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

Consumers today want and believe in healthy food, and healthy lifestyle and dietary requirements. Therefore, healthy foods are in high demand nowadays. TnU Enterprise created a new product which is jelly from tea with banana peels as the main ingredient. According Syed Abu Bakar et al., (2018), banana peels are high in protein, fiber, potassium, polyunsaturated fatty acids, and essential amino acids, as well as antioxidant compounds like carotenoids, catecholamines, and polyphenols. Banana peels contain tryptophan as well. Tryptophan is a precursor to the feel-good neurotransmitter serotonin as well as melatonin (Lustikaiswi et al., 2021). Kim et al., (2015) they mentioned in their study that melatonin is an important hormone in human sleep regulation. Melatonin formulation reduces sleep latency, lengthens sleep, and improves sleep maintenance (Kim et al., 2015). Therefore, the ingredients found in banana peels can benefit people who suffer from sleep disorders, also known as insomnia. This tea is made in a semi-solid form that comes in a variety of shapes and is easy to consume. This new product will reduce waste of banana peels in Malaysia while also benefiting human health.

Furthermore, the shape of the Cube Tea (CUTEA) jelly was inspired by the idea of flowers being a part of nature's beauty. The floral design concept demonstrates how naturally beneficial items are. Due to its appearance, Cutea is shaped like a delightful jelly rather than a tea bag. It has a distinct flavor that comes from the tea that was used to make Cutea. The beverage has a delicious jelly-like appearance as well as an intriguing texture. The Cutea is also a convenient and ready-to-eat snack because it retains the authentic tea color and jelly texture. The color of Cutea is yellowish. The Cutea comes in pieces that are all the same size, measuring 2.5 cm in diameter and 0.5 cm in height. We produce it in small size, so it is extremely portable and easy to transport, and it does not require any additional equipment for brewing or washing. Furthermore, the ingredients used to make each cube are all environmentally friendly. Each cube contains only one serving, making it easy for consumers to know the amount of calories for each one serving. In addition, it helps consumers to understand how healthy this product is and to follow diet recommendations. The market for tea is currently massive and rapidly expanding. Tea consumption has skyrocketed in recent years as more people incorporate it into their daily routines. This product is safe to eat and contains no potentially harmful chemicals. It is also appropriate for people of all ages. The items can be consumed within three months of opening the container.

### 3.0 TECHNOLOGY DESCRIPTION



The technology that is used in the making of the Cube Banana Peel Tea (CUTEA) is an oven that is used to roast the banana peel until it is crispy. The oven is used to remove the moisture that is contained in the banana peel to enhance flavor in a recipe by caramelizing and browning the banana peel surface and adding the authentic yellowish color to the Cube Tea (CUTEA).



The heat-sealing machine is used for sealing the products of the Cube Tea (CUTEA) into individually packaging. The type of package that is used for packaging are Polythene, polyethylene, and polypropylene bags as well as nearly all other varieties of poly bags can all be heat sealed. In particular, low-density polyethylene is perfect for manufacturing heat seal poly bags. A handy resealable packaging concept called a ziplock packaging concept with a zipper is utilized to keep the