



VICTUS

UHAK 1032 - SEC 24

 <p>NURAMYRA NATASHA Chief Executive Officer</p>	 <p>MOHD ANAS Chief Technology Officer</p>	 <p>NUR HASANAH Chief Financial Officer</p>	 <p>AMIRUL FAHMI Chief Operation Officer</p>
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GROUP MEMBER

1. NURAMYRA NATASHA BINTI ISMALLUDIN
 - a. Chief Executive Officer
2. MOHD ANAS BIN ADNAN
 - a. Chief Technology Officer
3. NUR HASANAH BINTI SARIDDON
 - a. Chief Financial Officer
4. MUHAMMAD AMIRUL FAHMI BIN NOOR ANIM
 - a. Chief Operation Officer

BUSINESS NAME



'Air Tangan Ibu'

TAGLINE AND MOTTO

1. Tagline - "Your taste, you decide"
2. Motto - Everyone can have an opportunity to taste a food like their mother which is clean and safe.

BUSINESS IDEA PROPOSAL

Problem	Solution
Skip eating or eat instant food due to tiredness after working/ having class	Provide apps that serve homemade dishes for them to choose
Movement restrictions within Covid-19 pandemic	Provide delivery service up to front of the house
Single mom affected with the economy change in this pandemic	Give priority for single mom or housewives to gain income in our business

PROBLEMS

Cooking fatigue has not just set in. Neither a husband nor a wife want to cook for a night after a long day at work. Unfortunately, as a wife or mother, setting dinner for the family becomes a necessity, they need to prepare even though they are short of energy. In addition, it can be quite challenging for some bachelors who do not know how to cook their own food because they live in a big city without their parents. Exhausted from work makes it impossible for them to cook for themselves. Any of them tend to skip eating instead of cooking. This can lead to other symptoms, such as gastric or stomach pain. Alternatively, they may cook fast food such as instant noodles. Moreover, cooking our own dishes may require some time and extra budget to prepare the ingredients. This could create problems with our monthly budget, especially for those who stay alone at home.

Since Covid-19 pandemic has occurred across the world, the government has urged us to minimise our movement and not to leave our home if possible. This is because it's dangerous for us to have direct interaction with other individuals, because the viruses can spread quickly without us realizing that we are infected. Most importantly, some people were impacted by economic changes due to missing sources of income. Plus, if they want to start a business, they need an extra budget.

SOLUTIONS

We are creating an app called 'Air Tangan Ibu' to solve this issue, where housewives who often cook at home for their families can generate side income from their home by using their kitchen. It is a place where the group of housewives in the region can sell their dishes and customers can order dishes advertised on the app. Housewives will post what they cook as the number of people they serve. Customers who find their preferences or their cravings will place an order from us through the application. Then we will deliver to ease customers as they do not need to pick up their food.

This app is perfect for people who do not have time or are too lazy to cook their own meals so they only need a few clicks to have food served on their tables. In comparison, food is guaranteed to be better and healthier than food cooked from stalls. Moreover, bachelors often have the opportunity to eat traditional dishes such as mother dishes without having to prepare ingredients for cooking. Last but not least, this app proves to be profitable, as customers do not have to take food from sellers. This app not only generates side income for housewives, but this can benefit the riders who will deliver the food.

REVENUES

<p>1. Registration</p> <p>One-time registration fee to the chef. The chef will be registered into the application and allowed to advertise their dishes within their location. The registration fee will be affordable to all chefs because we have an aim for volume.</p>	<p>2. Advertisement</p> <p>Small companies who want to advertise their business on rider's bags or applications will be charged. We also will review the small business through our official Youtube channel and Facebook. By this we can get more income and can help them enlarge their business.</p>
<p>3. Commission From Advertised Food</p> <p>The food advertised to customers will be increased 10%-15% from original price for our commission.</p>	<p>4. Rider registration</p> <p>One-time registration fee to the rider. The rider can be students or part time workers that have transportation. The rider will be registered into the application and allowed to get notice of the pinpoint of the delivery.</p>