

NABC Template (Group Victus)

Members:

- Muhammad Amirul Fahmi bin Noor Anim
- Mohd Anas bin Adnan
- Muhammad Khizar Farooq Hussain
- Nuramyra Natasha binti Ismalludin
- Nur Hasanah binti Sariddon

Project Name:

- Air Tangan Ibu

Customer:

- Worker
- Student
- Single/Unmarried person

Important Need

- To enjoy homemade dishes that are healthy and delicious
- To help single mother gain income

Why Now?

- Covid-19 pandemic started
- Need to reduce contact with other people
- After work need to cook or buy from outside
- Bored of fast food or restaurant food

Buyer

- People who unable to cook
- People who wants to eat homemade dishes without the need to cook

User

- People who unable to cook
- People who wants to eat homemade dishes without the need to cook

Partner

- The housewife who will be the chef to cook the dishes

Anyone Else

- Advertiser for advertising their product/service in our applications

NABC Video Discussion

Need - what customer needs?

- They are all tired for working and do not have much time to prepare for dinner
- Customers need a healthy and homemade food for dinner
- Rather than eat fast food, they get a proper food for meal

Approach - The best solution for the problem

- We need to prepare a homemade food for customer
- Housewife can prepare an extra food while cooking for the family
- The food will be much healthier since she cooks for her family

Benefit - to the stakeholders

- Customer will be happy to get a homemade food
- Easy for customer because they do not need to prepare the food by themselves
- They can choose variety of homemade food
- It helps housewife to gain income

Competition - uniqueness of our business

- Focus on housewife to cook for the dishes
- Housewife do not have to set up the modal and store to sell the food, fresh from their kitchen
- Food will be fresh and more healthy