

AIR TANGAN IBU



HOW IT START?



WORKERS

Working people and busy bachelors do not have time to prepare food for dinner



EXPERT

An expert which we choose a housewife will sell their food through our applications



HOMEMADE FOOD

Homemade food prepared by housewives with clean and fresh condition from their kitchen

REVENUE STREAM



REGISTRATION FEES

One-time registration fee to cook.



ADVERTISEMENT

We will use the advertisement to promote the product.



COMMISSION

The food advertised to customers will be increase 10% to 15% from original price

TIMELINE MODEL



Order food from mobile application

Pay with online banking



Chef will prepare the food

Customer pick-up the food at the center



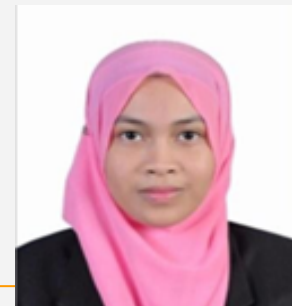
TEAM MANAGEMENT



NURAMYRA NATASHA BINTI ISMALLUDIN
Chief Executive Officer



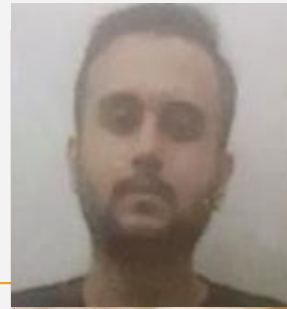
AMIRUL FAHMI BIN NOOR AMIN
Chief Operating Officer



NUR HASANAH BINTI SARIDDON
Chief Financial Officer



MUHD ANAS BIN ADNAN
Chief Technology Officer



MUHAMMAD KHIZAR FAROOQ HUSSAIN
Chief Marketing Officer

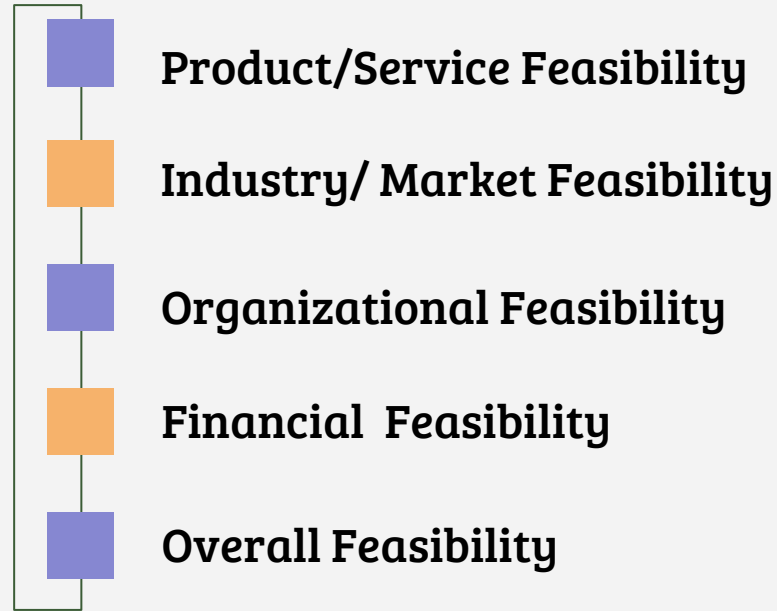
BUSINESS MODEL

Business Model Template

Business Model

Partner Network	Key Activities	Offer	Customer Relationship	Customer Segments
-Housewife	-It is a homemade food -Customer support via email and messaging app	-It is a homemade food -Hygienic and healthy food fresh from kitchen -Online ordering -Much variety available -Receive food recommendation -Reasonable price	-Update the menu everyday -Recieve food recommendation -Promo code	-Customer who are busy with work have no time to cook -Who want 'tapau' food but a homemade food
	Key Resources		Distribution Channels	
	-Provide homemade food that no other restaurants can provide		-Mobile application -Internet	
Cost Structure		Revenue Statements		
-Developing the application -Commission for every meal		-Advertising -Monthly payment		

FEASIBILITY STUDY



Part 1: Product/Service Feasibility

A. Product/Service Desirability

10 Questions, 4 Experts

Things you like in Air Tangan Ibu

Suggestions on improving our service

Does this service feasible?

Additional suggestions or comments



Affordable

Affordable price range for the food



Beneficial

Helps housewife/single mom gains income



Feasible

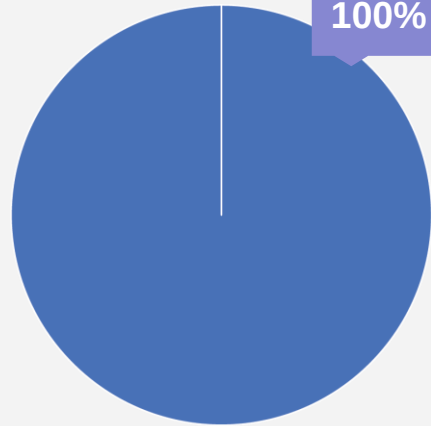
Air Tangan Ibu will going to work

Part 1: Product/Service Feasibility

B. Product/Service Demand



21 Respondents



21 people

Agreed on the price range of the food (RM5 - RM10)

95.2%

Agreed on the food prepared by housewife/single mom

90.5%

Prefer to eat homemade food

85.7%

Think the service idea is feasible

Survey Finding

1. The price range offered is reasonable
2. Provide support for gaining housewife/single mom's income
3. Many potential customer
4. A stable business idea in the future

SUMMARY

FEASIBILITY

Affordable
price range for the
food

Beneficial
helps housewife/single
mom gains income

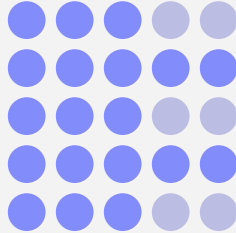
Desirability
for some people

Part 2: Industry/Market Feasibility

2
out of 5

Industry Attractiveness

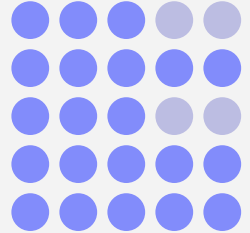
- Few** number of competitors
- Young** age of industry
- Moderate** growth rate of industry
- High** number of exciting new product
- Neutral** long - term prospects



Timeliness of Entry Into The Target Market

3
out of 5

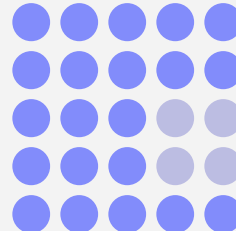
- Moderate** Buying mood
- Rapid** Market momentum
- Moderate** in need for new firm
- High** Moving in direction trend
- No Larger** firms entering the market



Target Market Attractiveness

3
out of 5

- None** Number of competitors
- Rapid** Growth in target market
- Medium** Average net income
- Somewhat clear** for generating revenue
- Capable** To create barrier to entry for potential competitor



SUMMARY

Industry
Attractiveness

2
out of 5

Target Market
Attractiveness

3
out of 5

Market Timeliness

3
out of 5

FEASIBILITY

**Attractive
ideas**

High Demand

**Rapid Growth
in industry**

Part 3: Organizational Feasibility

Management Prowess Assessment

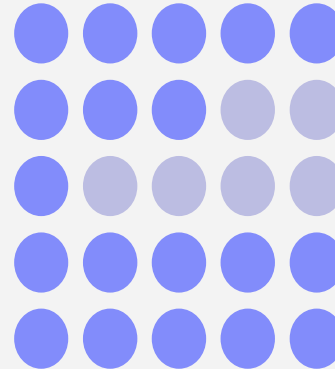
High Passion for the business idea

Moderate Industry Experience

Weak professional and social networks

High creativity among members

Currently in college



Part 3: Organizational Feasibility

Resource Sufficiency Assessment

Office Space



Space to launch a service business



Manufactures or outsource providers



Key management employees



Obtain intellectual property protection



Key support personnel



Key equipment



Local and state government support



Forming favorable Business Partnership



Neutral Proximity to similar firms



Strong Proximity to suppliers



Strong Proximity to customers



SUMMARY

Management Prowess Assessment

3
out of 5

Resource Sufficiency Assessment

23
out of
45

**HIGH
FEASIBILITY**

Creativity

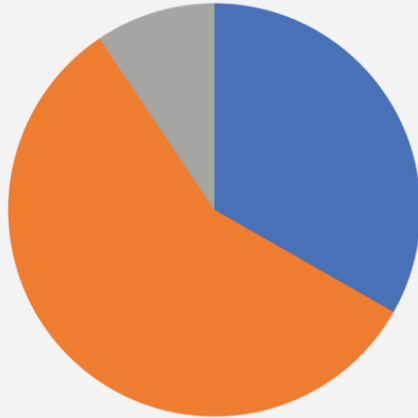
Passionate

Part 4 : Financial Feasibility



RM100,769

Total Startup Cash Needed



Capital Investment



Operating Expenses



Marketing Expenses

Overall Financial Attractiveness of Proposed Venture

3
out of 5

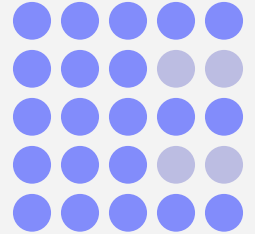
Steady & rapid growth in sales

Moderate recurring income

Strong ability to forecast income expenses

Moderate likely to finance growth

High availability of exit opportunity for investor



3
out of 5

Financial Issues

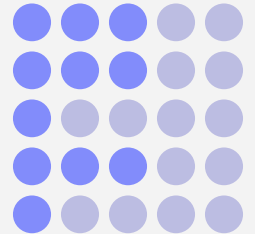
Medium initial capital investment

Two to three number of revenue drivers

More than two years to break even

Modest financial performance of similar business

Moderate ability to fund initially from personal funds or bootstrapping



SUMMARY

Overall Financial Attractiveness of
Proposed Venture

3
out of 5

Financial Issues

3
out of 5

FEASIBILITY

**Steady growth
in sale**

**Strong forecasting
income expense**



AIR TANGAN IBU

Getting homely meal is a great deal

CONCLUSION

	Product/Service Feasibility	Feasibility
	Industry/ Market Feasibility	Feasibility
	Organizational Feasibility	Feasibility
	Financial Feasibility	Feasibility
	Overall Assessment	Feasibility



THANK YOU