



UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF ENGINEERING, SCHOOL OF COMPUTING

SKUDAI, 81310 JOHOR BAHRU, JOHOR DARUL TAKZIM

UHAK 1032 - 24

INTRODUCTION TO ENTREPRENEURSHIP

AIR TANGAN IBU

FEASIBILITY ANALYSIS

LECTURER:

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PREPARED BY:

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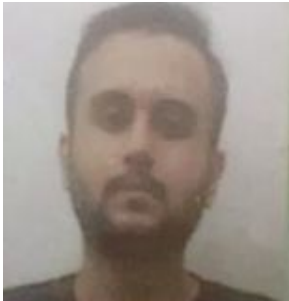
Nuramyra Natasha Binti Ismalludin (B19EC0035)

Muhammad Khizar Farooq Hussain (A18CS4011)

Nur Hasanah Binti Sariddon (B19EC0033)

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TEAM MANAGEMENT

 NURAMYRA NATASHA BINTI ISMALLUDIN	 MUHAMMAD AMIRUL FAHMI BINTI NOOR ANIM	 NUR HASANAH BINTI SARIDDON
 MOHD ANAS BIN ADNAN	 MUHAMMAD KHIZAR FAROOQ	

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
5. MUHAMMAD KHIZAR FAROOQ HUSSAIN
 - a. Chief Marketing Officer

INTRODUCTION

A. Name of the proposed business

Air Tangan Ibu is a homemade food prepared by housewives who are specially called Mother. The purpose of the business is because too many people working in Malaysia including women cause this idea to come up, sometimes people become tired after working for a day and do not have time to prepare healthy food for themselves. They either buy food at the stall or maybe just fast food which is not so good for daily intake. Moreover, it also focuses on single people who are far from home but miss their mother-made food. The homemade food we serve is like *chicken curry*, *masak lemak cili api*, and others. Why homemade because homemade food is usually cooked from fresh ingredients rather than processed foods. Unhealthy foods contain a lot of sugar, fat and sodium. People who eat homemade food every day tend to be happier and healthier and drink less sugar and refined foods, which can lead to higher energy levels and improved mental health. Therefore, Air Tangan Ibu will ensure to provide fresh healthy food from the kitchen that can accurately control which ingredients and how much goes into our food because they not only provide to sell food but also provide food for their own family which will ensure they need to provide healthier food.

B. Name of the founder (or founders)

Air Tangan Ibu is conducted by Victus company that consists of five members led by the Chief Executive Officer, Nuramyra Natasha Ismalludin who lead the business management on the business idea who wants to try new businesses in accordance with the new norms. Next, the Chief Operations Officer, Muhammad Amirul Fahmi bin Noor Anim who handles the internal affairs of the company and focuses on the implementation of business plans. The Chief Technology Officer is led by Mohd Anas bin Adnan who is responsible for managing the technological requirements of the company. He ensures that applications, hardware and software are well controlled for this business. Nur Hasanah Binti Sariddon as Chief Financial Officer with responsibility for the financial affairs of the company. Lastly, Muhammad Khizar Farooq Hussain is the Chief Marketing Officer responsible for creating, communicating, and designing ads that have relevant and solid information about the business for customers.

C. One paragraph summary of the business

Air Tangan Ibu is a business that will allow a person to legally prepare certain foods in her home kitchen and sell them on a small scale. To be specific it is a service for buying delicious and fresh homemade foods. It will be prepared by the housewife according to the menu that will be cooked daily. Therefore, every day the menu will be different. The housewives will update what will be cooked today and will take a certain number of orders and will cook with the dishes. This business will be focused on working people who are busy with office hours and bachelors away from home and do not know how to prepare their own meals. Those interested in buying homemade food will see and order the application we have and update the menu every day. Food ordering is limited to 2 p.m. to make it easy for housewives to cook food that can be taken for dinner in the evening. In the first three years of operation, Air Tangan Ibu plans to open in three or four franchises that will be located near houses to make it easier for customers to pick-up ordered food. The target market is residents in the residential area.

PART 1 Product/Service Feasibility**A. Product/service desirability**

We have conducted a survey on 10 people who were experts in this industry. Based on the information gathered from the feedback of people on our concept statement, there are several strengths that we have in our service idea. The first strength that we have in our service is ‘Air Tangan Ibu’ introducing a new type of food & beverages services that no other restaurants could provide which is homemade food service. Customers can have a fresh new menu that is different from any typical restaurant. ‘Air Tangan Ibu’ also has a great way of providing work opportunities for housewives or single moms that lose their income due to COVID-19 pandemic by employing them to be the chef for preparing the dishes. This can help them gain their income back. ‘Air Tangan Ibu’ also has a reasonable price range offered for their varieties of homemade dishes, so customers from various living standards can stand a chance to try our dishes.

There are some suggestions given by most people for improving our service idea. The first suggestion is a delivery service should be provided in our business. This is because some of the customers will be unable to pick up their ordered food in the pick-up centre due to absence of transport or do not have the free time to collect it. Another suggestion given is introducing a reward point system or promo code for buying dishes in the application. Therefore, we can maintain our customers’ interest in using our service.

Based on the 10 people who answered the survey, eight of them agreed that our idea is feasible while two of them think that maybe our idea will be feasible. None of them said that the idea is not feasible. Neither additional comments or suggestions stated by the people on our service idea

B. Product/service demand

For product service demand, we have conducted a survey on 21 peoples about our service idea. The candidates who are involved in the survey consist of students, workers, housewives/single mom, and others. Each of them has a different perspective on the food they are interested in.

Based on information gathered from the feedback, all the candidates have used an online platform for ordering food. 11 out of 20 (52.4%) people surveyed prefer to eat fast food rather than homemade food or restaurant food. However, 19 out of 21 people surveyed have interest in eating homemade food. Two of them are willing to prepare their own food every day. 20 of them (95.2%) agreed that the food is prepared by housewives/single moms. All of the candidates agreed on the price range of the food which is between RM5 – RM10. 18 of them (85.7%) think the service idea is feasible.

To summarise the survey, two of them (9.5%) would be very likely to use our service. 11 of them (52.4%) are likely to use our service while eight of them (38.1%) sometimes would likely use our service.

Conclusion

A. Product/service desirability

As for conclusion, we can conclude that for our product service desirability, there are several strengths that our service idea had which is new idea on food & beverages services, work opportunity for housewives or single mom that lose their income due to COVID-9 pandemic, and reasonable price range on our dishes. However, there are improvements that we can do to enhance our service idea such as provision of delivery service and introduction of reward point system or promo code when using the service in the application.

B. Product/service demand

For our product service demand, most of the people surveyed would like to use service if offered and none of them dislike to use our service based on the information gathered.

C. Product/service feasibility

Feasible

D. Suggestions for improving product/service feasibility.

However, there are some improvements that we should apply to increase our success rate. In our service, we should include a delivery service because some of the customers dislike to fetch their food in the pick-up centre. We should make an option for customers to choose whether they want to pick-up the food or have it delivered to their home. Plus, we also should introduce a reward point system or promo code when using the service to maintain customers' interest in our service.

PART 2 Industry/Market Feasibility**A. Industry Attractiveness Assessment Tool**

		Low Potential	Moderate Potential	High Potential
1.	Number of competitors.	Many	Few	None
2.	Age of industry.	Old	Middle aged	Young
3.	Growth rate of industry.	Little or no growth	Moderate growth	Strong growth
4.	Average of income for firms in the industry.	Low	Medium	High
5.	Degree of industry concentration.	Concentrated	Neither concentrated nor fragmented	Fragmented
6.	Stage of industry life cycle.	Maturity phase or decline phase	Growth phase	Emergence phase
7.	Importance of industry's products and/or services to customers.	"Ambivalent"	"Would like to have"	"Must have"
8.	Extent to which business and environmental trends are moving in favor of the industry.	Low	Medium	High
9.	Number of exciting new products and services emerging from the industry.	Low	Medium	High

10.	Long-term prospects.	Weak	Neutral	Strong
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B. Target Market Attractiveness Assessment Tool

		Low Potential	Moderate Potential	High Potential
1.	Number of competitors in target market.	Many	Few	None
2.	Growth rate of firms in the target market.	Little to no growth	Slow growth	Rapid growth
3.	Average net income for firms in the target market.	Low	Medium	High
4.	Methods for generating revenue in the industry.	Unclear	Somewhat clear	Clear
5.	Ability to create “barriers to entry” for potential competitors.	Unable to create	May or may not be able to create	Can create
6.	Degree to which customers feel satisfied by the current offerings in the target market.	Satisfied	Neither satisfied or dissatisfied	Unsatisfied
7.	Potential to employ low cost guerrilla and/or buzz marketing techniques to promote the firm’s product or services.	Low	Moderate	High

8.	Excitement surrounding new product/service offerings in the market.	Low	Medium	High
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C. Market Timeliness

		Low Potential	Moderate Potential	High Potential
1.	Buying mood of customers.	Customers are not in a buying mood.	Customers are in a moderate buying mood.	Customers are in an aggressive buying mood.
2.	Momentum of the market.	Stable to losing momentum.	Slowly gaining momentum.	Rapidly gaining momentum.
3.	Need for a new firm in the market with your offerings or geographic location.	Low	Moderate	High
4.	Extent to which business and environment trends are moving in favor of the target market.	Low	Medium	High

5.	Recent or planned entrance of large firms into the market.	Large firms entering the market.	Rumors that large firms may be entering the market.	No large firms entered the market or are rumored to be entering the market.
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Conclusion

A. Industry attractiveness

Our industry attractiveness is that our services use online platforms to place orders. Customers find it easier to view the menu provided by the housewife who will be updated daily and can order food from the line.

B. Target market attractiveness

The targeted market attractiveness is that we focus on to border the business in more attractive ways. Before that we need to know about the number of competitors, Air Tangan Ibu provides healthy homemade food unlike they can buy from the stall. All the ingredients count perfectly according to what are needed for daily intake. Moreover, the average income and methods for generated revenue are somewhat clear on how the money cash flows. The ability to create “barriers to entry” for potential competitors may or may not be able since we never heard about the homemade food business that is prepared by the housewife. In addition, it can be satisfying for customers who are working employees so that they can identify that our business is beneficial to them even on busy days they can still get healthy food to provide good energy from the homemade food we provide.

C. Market timeliness

The timeliness of the market is quite interesting because customers are in a modest buying mood because we can find out how busy and tired they are to prepare their own food until one day they are willing to buy instead of preparing their food. The momentum of this industry is slowly gaining momentum as we strive to improve our business until people know about this business. We started in a small residence until people found out and then we tried to grow a homemade food business. The need for a new firm in the market with a supply or geographical location is modest, as we have mentioned before we started it in the residential housing area so we are working to grow this business so everyone knows. Next, the extent to which business trends and environments in favor of the target market are High. Since there will be so popular food, I believe that housewives will try new recipes according to stylish food at reasonable prices. Lastly, our business does not yet have a larger firm entering the market or rumored to be entering the market.

D. Industry/market feasibility

Feasible

E. Suggestions for improving industry/market feasibility.

The suggestion to increase marketing qualifications in industry appeal is to explore more about our business industry so that we can rise to a higher level of business potential. Moreover, the attractiveness of the market has taught us more to develop the industry we have planned. To know the attractiveness of customers who can attract them to our business. In the market appeal also we can know the satisfaction of our products to customers. And marketing techniques to make advertising more attractive and creative design that can be obtained to promote our products. Next is about the timeliness of the market and determining the opportunity for the proposed business to open or close by knowing the steps of customers in purchasing our products. In addition, we can see its growth by looking at the momentum of our products. Lastly, aim to plan our products to enter the market.

PART 3 Organizational Feasibility**A. Management prowess**

		Low Potential	Moderate Potential	High Potential
1.	Passion for the business idea	Low	Moderate	High
2.	Relevant industry experience	None	Moderate	Extensive
3.	Prior entrepreneurial experience	None	Moderate	Extensive
4.	Depth of professional and social networks	Weak	Moderate	Strong
5.	Creativity among management team members	Low	Moderate	High
6.	Experience and expertise in cash flow management	None	Moderate	High
7.	College graduate	No college education	Some college education but not currently in college	Graduated or are currently in college

B. Resource sufficiency

Resource Sufficiency	Ratings				
Office Space	1	2	3	4	5
Lab space, manufacturing space, or space to launch service business	1	2	3	4	5
Contract manufacturers or outsource providers	1	2	3	4	5
Key management employees	1	2	3	4	5
Key support personnels	1	2	3	4	5
Key equipment needed to operate business	1	2	3	4	5
Ability to obtain intellectual property protection on key aspects of the business	1	2	3	4	5
Support of local and state government if applicable for business launch	1	2	3	4	5
Ability to form favorable business partnerships	1	2	3	4	5

Ratings: Strong, Neutral, or Weak**Strong** : Proximity to similar firms**Strong** : Proximity to suppliers**Strong** : Proximity to customers**Neutral** : Proximity to a major research university

Conclusion

1. Management prowess

Overall as a result of the greatness of management makes our team have high potential to start a business with potential new ventures in the industry. Some of the experiences team members have had in entrepreneurship will be better in business and industry. Moreover, having an extensive professional and social network will be an advantage for businesses that can contact them to learn and ask for more experience and knowledge. Creativity management among team members and we started as college graduates will have more potential for our business in the industry.

2. Resource sufficiency

Resource sufficiency is the study for analysis to determine whether our business proposed efforts are capable of obtaining sufficient resources to thrive. The focus in resource sufficiency analysis is on non-financial resources. All resources in various types are non-financial and assess that they exist such as offices, laboratories and manufacturing space, and key management, key support personnel and also the equipment keys needed to conduct business for computers or machines.

3. Organizational feasibility

Feasible.

4. Suggestions for improving organizational feasibility

Suggestions that should be strengthened to get more employees into the team, if more people have been found by the current company who can enter the group to expand the company by providing the expertise to provide the qualifications of future business organisations with marketability. In addition, it would attempt to change over time to ensure that services are sufficient.

PART 4 Financial Feasibility**4.1 Total Start-Up Cash Needed**

No.	Capital Investment	Amount
1.	Property	RM 2,500.00
2.	Computer equipment (5 unit)	RM 15,000.00
3.	Furniture and fixtures	RM 10,000.00
4.	Other equipment	RM 6,000.00
	Total	RM 33,500.00
No.	Operating Expenses	Amount
1.	Permits and Licenses	RM 10,000.00
2.	Incorporations Sdn Bhd Fees	RM 1,499.00
3.	Legal, accounting and professional services	RM 5,870.00
4.	Rent	RM 2,000.00
5.	Taxes	RM 10,000.00
6.	Legal Services	RM 10,000.00
7.	Insurance Payment	RM 900.00

8.	Software Development	Amount
8.1	Web developer (6 months contract)	RM 3,000.00 * 2
9.2	Mobile app developer (6 months contract)	RM 3,000.00 * 2
8.3	Project Manager (6 months contract)	RM 2,500.00 * 2
8.4	Business analyst (6 months contract)	RM 2,500.00 * 2
8.5	UI / UX design (6 months contract)	RM 2,700.00 * 2
8.6	Q/A Tester (6 months contract)	RM 1,200.00 * 2
8.7	Server Hosting (per year)	RM 2,000.00
8.8	Domain renewal (per year)	RM 100.00
8.9	Platform Database	RM 2,500.00
	Total	RM57,769.00
	Marketing Expenses	Amount
1.	Signage	RM 1,000.00
2.	Business Card	RM 1,000.00
3.	Advertising	
3.1	Banner and bunting	RM 1,500.00

3.2	Flyers	RM 1,000.00
3.3	FB Ads	RM 5,000.00
	Total	RM 9,500.00
	Total Cash Needed	RM 100,769.00

4.2 Financial Performance of Similar Businesses

4.2.1 Annual Sales

Estimate of Proposed Venture's Annual Sales		
Estimates of Year 1 Sales	Registration Fees (Rm100/lifetime * 15 housewife) * 12	RM18,000.00
	Advertisement Gold-Package (RM20 * 15 housewife) * 52 weeks	RM15,600.00
	Advertisement Silver-Package (RM15 * 15 housewife) * 52 weeks	RM11,700.00
	Advertisement Bronze-Package (RM10 * 15 housewife) * 52 weeks	RM 7,800.00
	Commission from Housewife (Rm1 per-order * 200 pack per-order) * 365	RM73,000.00
	Total Estimates of Year 1 Sales RM 126,100.00	
Below Average	Average	Above Average

Estimates of Year 2 Sales	Registration Fees (Rm100/lifetime * 15 housewife) * 12	RM18,000.00
	Advertisement Gold-Package (RM25 * 15 housewife) * 52 weeks	RM19,500.00
	Advertisement Silver-Package (RM20 * 15 housewife) * 52 weeks	RM15,600.00
	Advertisement Bronze-Package (RM15 * 15 housewife) * 52 weeks	RM11,700.00
	Commission from Housewife (Rm1.50 per-order * 200 pack per-order) * 365	RM109,500.00
	Total Estimates of Year 2 Sales RM 174,300.00	
Below Average	Average	Above Average

4.2.2 Net Income

Estimate of Proposed Venture's Annual Sales		
Estimates of Year 1 Income	Property Rent RM 2,500.00 * 12 month	RM30,000.00
	Employee Salary	
	1. Software Developer 6-month contract	RM12,000.00
	2. Staff (RM1,400 * 3 staff) * 12 month	RM50,400.00

	Insurance per year	RM 900.00
	Taxes per year	RM 5,000.00
	Total Estimates of Year 1 Net Income RM 126,100.00 – RM93,300.00 = RM32,800.00	
Below Average	Average	Above Average
Estimates of Year 2 Income	Property Rent RM 2,500.00 * 12 month	RM30,000.00
	Employee Salary 1. Staff (RM1,400 * 5 staff) * 12 month	RM 84,000.00
	Insurance per year	RM 900.00
	Taxes per year	RM5,000.00
	Total Estimates of Year 2 Net Income RM 174,300.00– RM119,900= RM54,400.00	
Below Average	Average	Above Average

4.3 Overall financial attractiveness of the proposed venture

		Low Potential	Moderate Potential	High Potential
1	Steady and rapid growth in sales during the first one to three years in a clearly defined target market	Unlikely	Moderate likely	Highly likely
2	High percentage of recurring income—meaning that once you win a client, the client will provide recurring sources of revenue	Low	Moderate	Strong
3	Ability to forecast income and expenses with a reasonable degree of certainty	Weak	Moderate	Strong
4	Likelihood that internally generated funds will be available within two years to finance growth	Unlikely	Moderate likely	Highly likely
5	Availability of exit opportunity for investor if applicable	Unlikely to be unavailable	May be available	Likely to be available

Conclusion

A. Total startup cash needed

RM100,769.00

B. Financial performance of similar businesses

From this “Air Tangan Ibu” business platform there's no totally similar business with us in this country because this is an improvement in our country that will ease the burden for the housewife to find their own income compared to the other platform which is only the cafe or restaurant that can register. But we can estimate this platform's financial by look at to the people who is registered from their registration fee and by new people who register month by month.

C. Financial feasibility

Feasible

D. Suggestions for improving financial feasibility

Keep improving this “Air Tangan Ibu” in terms of the service and quality because customers will keep increasing and they will be satisfied if we are good at managing the service. By this improvement, the financial feasibility will also keep improving.

Overall Feasibility: Summary and Conclusion

	Overall Feasibility of the Business Idea Based on Each Part	Suggestions for Improving the Feasibility
Product/Market Feasibility	Feasible	● Provide delivery service ● Introduce promo code in the service
Industry/Market Feasibility	Feasible	● Explore more about our business industry ● Aim to plan our products to enter the market
Organizational Feasibility	Feasible	● Bring in people with more experience in industry and technology ● Concentrate on expanding professional networks
Financial Feasibility	Feasible	● Keep improving the service idea in terms of service and quality
Overall Assessment	Feasible	● Keep conducting research on improving the business idea

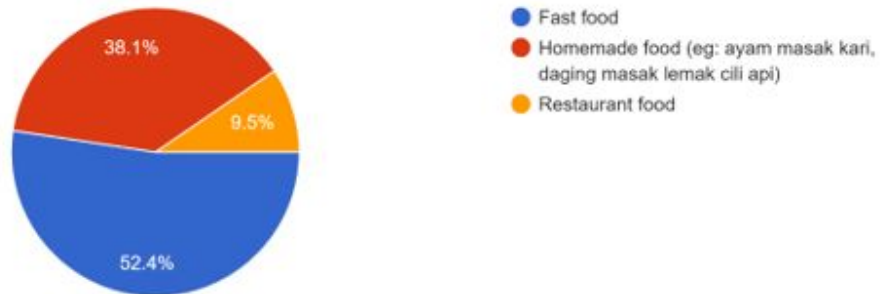
Summary

Based on the information gathered throughout our research, it is proven that our business idea is feasible. However, there are several improvements we need to implement to maintain our feasibility in the future. In product/market feasibility, we need to provide delivery service and include promo code in our service. For industry/market feasibility, we need to explore more on our industry and aim on planning our products entering the market. In organizational feasibility, we need to employ more people who are expert in our industry and concentrate on expanding our professional networks. For financial feasibility, we need to improve our business in terms of service and quality. Finally, we need to keep conducting research to improve on our overall feasibility.

APPENDIX

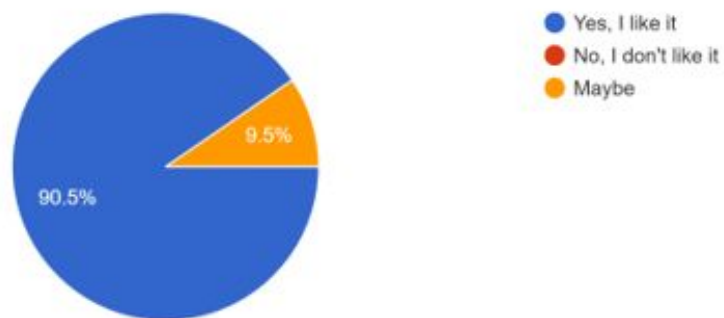
What kind of food do you prefer?

21 responses



Do you like homemade food?

21 responses

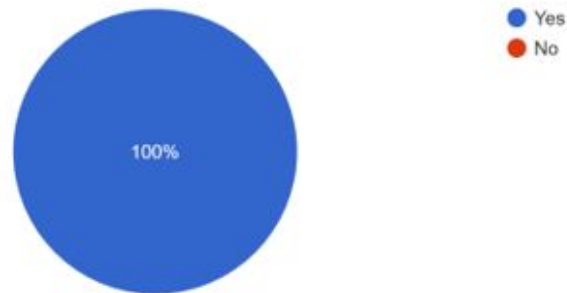


If no, why? 1 response

My answer is yes hmm

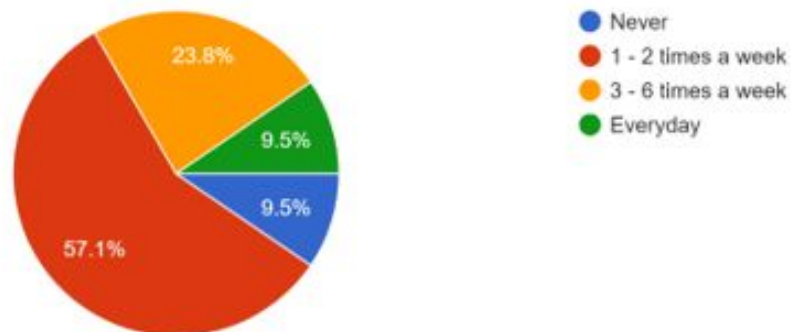
Do you find exhausted to make yourself a homemade food after having work/class?

21 responses



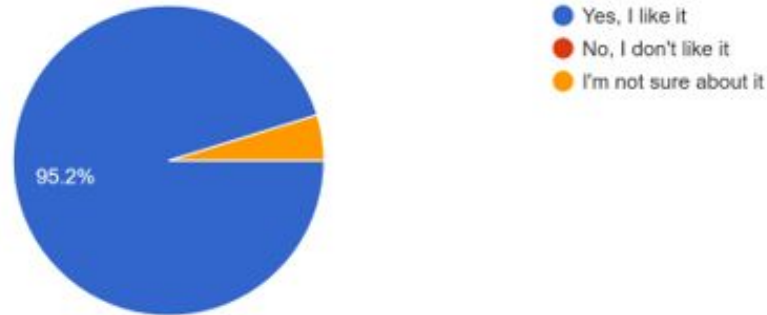
How many times a week do you prepare food on your own?

21 responses



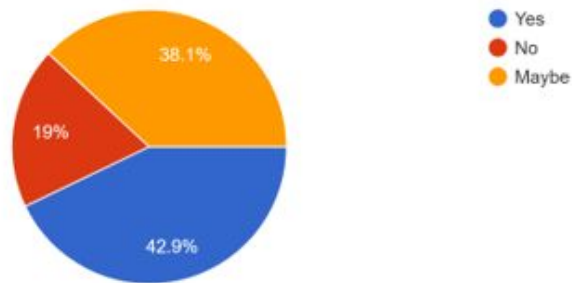
We are developing a service application, Air Tangan Ibu, that provide homemade foods that prepared by housewives and single moms. What is your opinion for this?

21 responses



Is it okay if we prepare the food and the food ordered will be gathered at one place for you to pick up?

21 responses



If no, why? 4 responses

I think just deliver it to my house and it okay

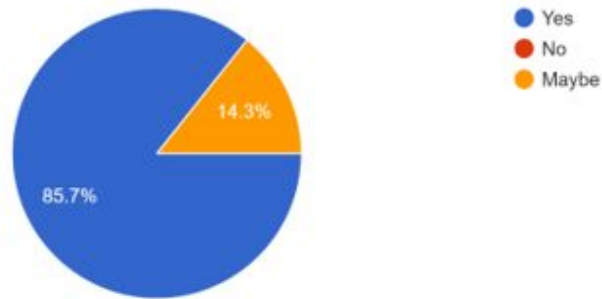
Malas nak keluar

People order foods through online apps, always expecting a delivery. People are lazy enough to cook, so a drive to a certain distance is absolutely a big NO.

Prefer deliver to our house

Do you think the service idea is feasible (will be successful)?

21 responses



State your opinion on our proposed idea 5 responses

I think it is a great idea to rival with apps like grab food or food panda

if the housewives and single moms gain a lot of profit from preparing the food, they probably can improve the service by hiring someone who can deliver the food to busy working people at their office or workplace.

I think it's okay to delivery the food to our house because sometimes people who work late from office or study is too lazy to go to pick up their food. and people like us also did not care much about the delivery charge because of our laziness hehe

Adakah anda sudah berfikir tentang tukang masak tersebut?

Its a good thing to do. You can help the housewives and single moms to get through their life and gain a side income using this service. And people also paid to fill in their tummies. So win-win situation. Just make sure the moms get the injection from nearby clinic or hospital before cooking food for other people.