



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

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FACULTY OF ENGINEERING, SCHOOL OF COMPUTING
SKUDAI, 81310 JOHOR BAHRU, JOHOR DARUL TAKZIM

SEMESTER I SESSION 2020/2021

UHAK 1032 - 01

INTRODUCTION TO ENTREPRENEURSHIP

ASSIGNMENT:

CONCEPT STATEMENT

LECTURER:

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B19EC0018

Business Concept Air Tangan Ibu

Product

Air Tangan Ibu will promote service for buying delicious and fresh homemade foods for customers who are unable to cook due to exhausted after working or for single person who wants to taste a homemade foods rather than eating at restaurant. Our food will be cooked by our hardworking chefs who are housewives and single mom that want to share the taste of their skills in cooking in return of some income for them. The customers can pick the food that they ordered from our centre a stone throw away from your home.

Target Market

In the first three years of operation, Air Tangan Ibu plans to open in three or four franchises. The franchises will be located near to housing area such as Taman Universiti in Skudai, Johor to make it easier for customers to pick-up ordered food. The target market is residents in the residential area.

Why Air Tangan Ibu?

On May 2020, the government declared Movement Control Order (MCO) due to COVID-19 pandemic that is spreading in Malaysia. Some of the housewives or single mom who have a small business of their own gone bankrupt due to less income to maintain their business. Therefore, we hired them to be our chef for making homemade dishes for them to gain income to survive this pandemic. The dishes will be priced between RM5 – RM10 which is suitable with their living standards.

Special Feature

As a special feature, Air Tangan Ibu offers homemade dishes that no other restaurants can offer. Most of the time people want to eat dishes that were cooked by their moms or wives. This is because our moms or wives will make delicious and healthy food and they are also generous on including the best ingredients to serve our dishes unlike any restaurant that will limit their cooking ingredients to reduce costs. Therefore, we will be serving homemade dishes that were cooked by housewives or single mom so they can feel the taste of food from 'air tangan ibu'.

Management Team

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 that she just tried due to the pandemic. 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 responsible on managing the technological requirements of the company. 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 value for customers.