



UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF ENGINEERING, SCHOOL OF COMPUTING

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INTRODUCTION TO ENTREPRENEURSHIP

AIR TANGAN IBU

ELIMINATE, REDUCE, RAISE, CREATE (ERRC) & STRATEGY CANVAS

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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

ELIMINATE, REDUCE, RAISE, CREATE (ERRC) AND STRATEGY CANVAS

1. Based on the idea that you have, identify similar products or services from other competitors.

'Air Tangan Ibu' competitors are among the restaurants or food stalls where customers can buy food and take food home or dine. However, restaurants or stalls do not provide food provided by Air Tangan Ibu such as Spicy Chicken Soy Sauce or Curry meat and various homemade dishes. Most restaurants and stalls usually provide simple meals for dinner such as fried rice, Tom yam and more.

2. Categorize the competitors into direct and indirect competitors as well as future competitors

Air Tangan Ibu is an indirect competition that refers to our products and services approaching customers in different ways from other products and services but may require and achieve the same purpose as others. Therefore, Air Tangan Ibu is a business that allows a person to legally prepare certain foods in his home kitchen and sell them on a small scale. Specifically, this business is to sell delicious and fresh homemade food. So, Mother's Hand has the same purpose but in its own way.

3. Based on these different products or services by these competitors, please identify factors:

Innovation for a product is necessarily to improve a product and create something good for the product to be valued in the market, while reducing or removing product features that are less popular or have no value to enter the market.

There are four frameworks of action that eliminate, reduce, raise and create innovative products:

- a. **Eliminate** - Which factors are considered to be eliminated in the Air Tangan Ibu in line with the industry?
- b. **Reduce** - which factors should be significantly reduced in Air Tangan Ibu under other industry standards?

- c. **Raise** - which factors should be offered in Air Tangan Ibu higher than others industry standards?
- d. **Create** - which factors should be included in Air Tangan Ibu that was never offered by other competitors?

Factors	Reasons
Eliminate	There is no kitchen will be provided, chefs or housewives will cook in their own home. They will prepare dishes from their compatible kitchen for the convenience of preparing delicious food.
Reduce	First, we will reduce the cost of food delivery as we provide a center where customers can pick up their food. Another thing that needs to be reduced is waiting for the food to be ready, customers do not have to waste time waiting for the food they just need to come to get food only.
Raise	Our app will provide promotional codes for discounts and offers on certain days. We will also provide various types of food according to the trend from time to time. In addition, we will have food packages that have a combination of healthy combo or heavy combo.
Create	The thing we can do to grow our business is to have our own runners to deliver food to the front of the customer's home. Moreover, we would like to create a registration package for cooks or housewives that includes medical examinations and typhoid injections. Next is that we will find vendors to do business at the pickup point so that customers are interested when taking food indirectly this can help small traders to do business.



Figure shows ERCC of Air Tangan Ibu

4. Produce the Strategy Canvas

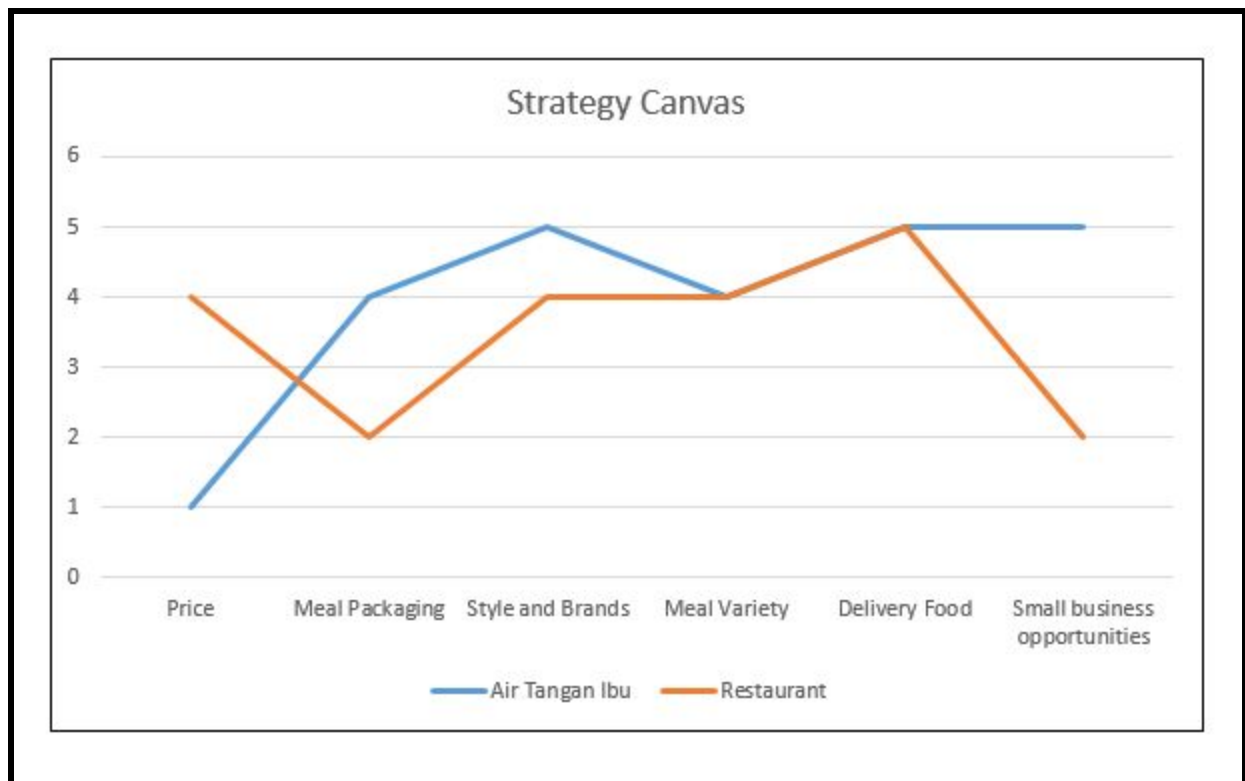


Figure shows the strategy canvas of Air Tangan Ibu