



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

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FACULTY OF ENGINEERING, SCHOOL OF COMPUTING

SKUDAI, 81310 JOHOR BAHRU, JOHOR DARUL TAKZIM

UHAK 1032 - 24

INTRODUCTION TO ENTREPRENEURSHIP

AIR TANGAN IBU

PRODUCT PROFILE

LECTURER:

MR HAIRUDIN BIN ABDUL MAJID

PREPARED BY:

Muhammad Amirul Fahmi Bin Noor Anim (B19EC0018)

Nuramyra Natasha Binti Ismalludin (B19EC0035)

Muhammad Khizar Farooq Hussain (A18CS4011)

Nur Hasanah Binti Sariddon (B19EC0033)

Mohd Anas Bin Adnan (B19EC0043)

TEAM MANAGEMENT

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



PRODUCT IMAGE/PICTURE



INTRO - WHY WE NEED THIS PRODUCT?

This product is convenient for a person who does not have much time to prepare food for dinner, particularly a working person, as well as for students or workers who are away from home. A chef will provide fresh and nutritious homemade food for dinner indirectly this will bring in income for them.

BENEFITS/ ADVANTAGES (why go for this product?)

This service will have the cheapest price for each meal. In addition, a housewife can also earn income by selling their food. On busy days they do not have to prepare the food they have, they just have to choose a variety of homemade foods according to the menu that will be updated daily.

COMPARISON with other products (competitors)

Restaurant and food stalls available at the market
The chef will cook using their own kitchen where they feel comfortable
Promotional codes will be given on certain days

ABOUT THE PRODUCT - How it works?

-Food delivery service which simplify traditional food delivery process and increase service availability up to 24 hours. - Food delivery service that build a community where customers can also be the runner.

MARKET OPPORTUNITY

- Cheaper service costs
- Easier to access using our application
- Flexible because customers can suggest what they want to eat
- The food provided is for dinner only

STATISTICS

- Among adults who consumed fast food, the most commonly reported eating occasions were lunch (43.7%) and dinner (42.0%), followed by breakfast (22.7%) and snacks (22.6%)
- Among married-couple families with children, 97.5 percent had at least one employed parent in 2019, and 64.2 percent had both parents employed.

TARGET MARKET / organizations

Workers/Staff
Student who away from home

INVENTOR

-Muhammad Amirul Fahmi bin Noor Anim
-Mohd Anas bin Adnan
-Nur Hasanah binti Sariddon
-Nuramyra Natasha binti Ismailudin

INDUSTRIES APPLICABLE

- Food service industry
- Residential area

AWARDS/ RECOGNITIONS