



PART OF THE UNIVERSITY
OF WOLLONGONG AUSTRALIA
GLOBAL NETWORK

School of Business

Bachelor of Business (Hons)

Bachelor of Business with Law (Hons)

Bachelor of Accounting (Hons)

Bachelor of Arts (Hons) in Banking & Finance

Bachelor of Accounting and Finance (Hons)

Bachelor of Communication (Hons)

Bachelor of Software Engineering (Hons)

Bachelor of Information System (Hons)

Bachelor of Game Development (Hons)

Bachelor of Engineering (H) Electrical& Electronic

Bachelor of Engineering (Hons) in Mechanical

MPU3243 Entrepreneurship

Assignment 2: Business Plan Presentation

Submitted By:

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6.	



KOCCY SDN BHD



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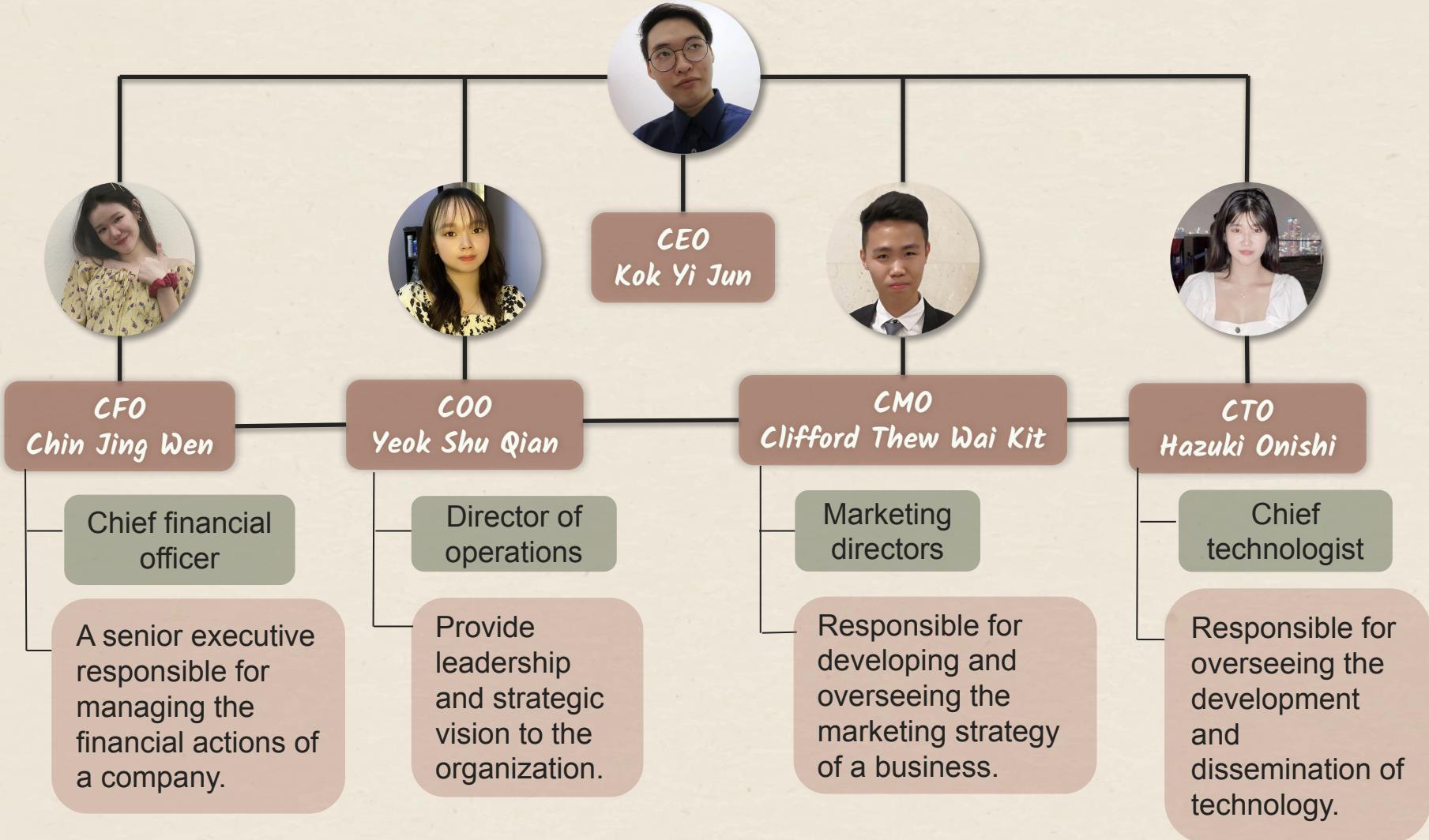
0131919

YEOK SHU QIAN

0125842

CLIFFORD THEW WAI KIT

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Background



KOCCY SDN BHD

Established at September 2021

Removable Multi Compartment Seasoning Powder Jar



Mission

We aim to be Asia's leading trading group.

Vision

We are dedicated to providing premium quality products and trading services by epitomising safety and efficiency.



SLOGAN



Enhancing
flavours to your
tastebud.



Kerry





Problem Statement

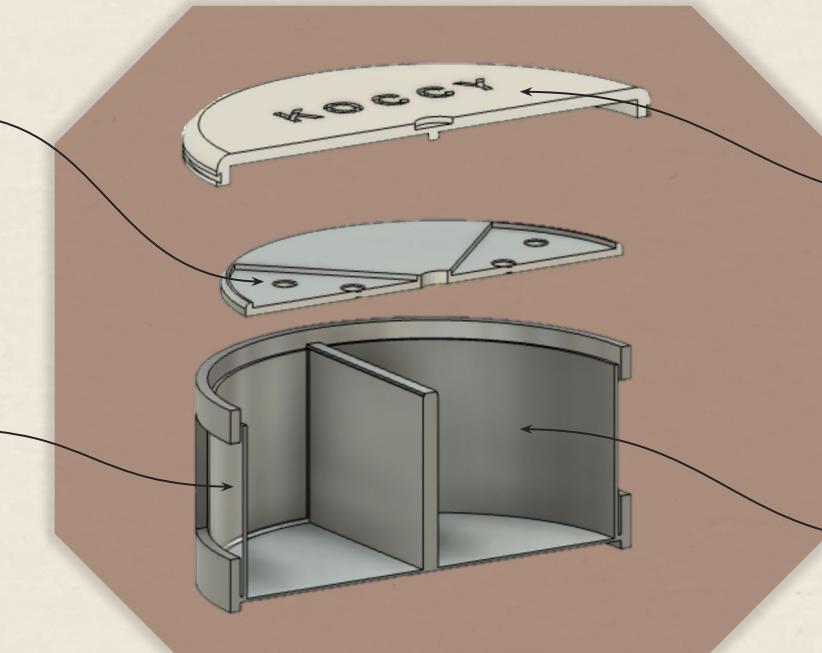
- Glass can cause bigger impacts and be more harmful because it is mined from rare materials, and needs more fossil fuels to produce (Rosane, 2020).

- Metal is a solid material and it can be rusted according to the environmental conditions.
- Metal is not suitable for producers that produce seasoning jars as seasoning jars that will get rusty will eventually harm the health of humans (Bell, 2019).



Our Product

To separate both different seasonings apart so it doesn't mix together



Lid (can spin 360°) with printed logo

Able to differentiate the seasoning powder by looking through it

To store the seasoning powder in it

Removable Multi-Compartment Seasoning Powder Jar

Trend



85%



12%



23%



24%

According to research conducted by Tee (2020), 85% of surveyors cook their daily meals at home. 12% eat outdoors and 24% opt for takeaway. 23% of the surveyors will order their meals online and will have them delivered to their doorstep.

Gaps



- There is still a profound gap in the market for our products as there are very few competitors in online shops and kitchenware shops.
- Our only legitimate competitor is an online shop called "xiangyu.my", whose product is a 4-in-1 seasoning jar.
- Many different seasoning powder jars are taking up shelf space.

Product Description Concept & Uniqueness

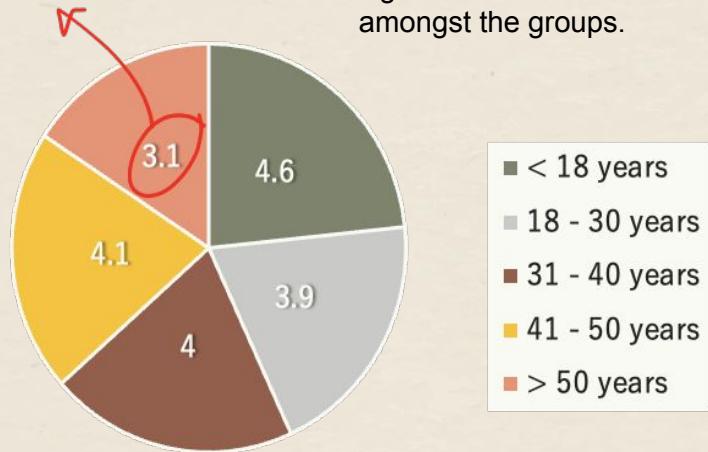
- More durable, light-weight and multi-functions compared to the competitor's product currently selling in the market.
- Our product will be made out approximately stainless steel, glass and plastic.
- It can ease the users from detaching and attaching the jar according to the user's needs.



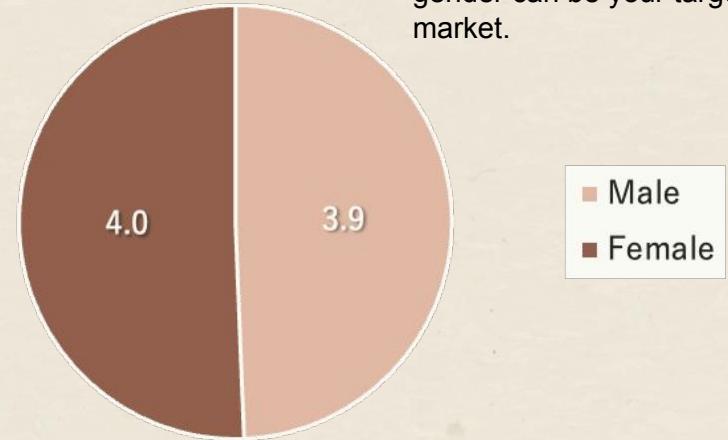
Market Segmentation

(Descriptive analysis)

Score too low. Not a target market



P-value < 0.05 (significant difference). There is a significant difference in scores amongst the groups.



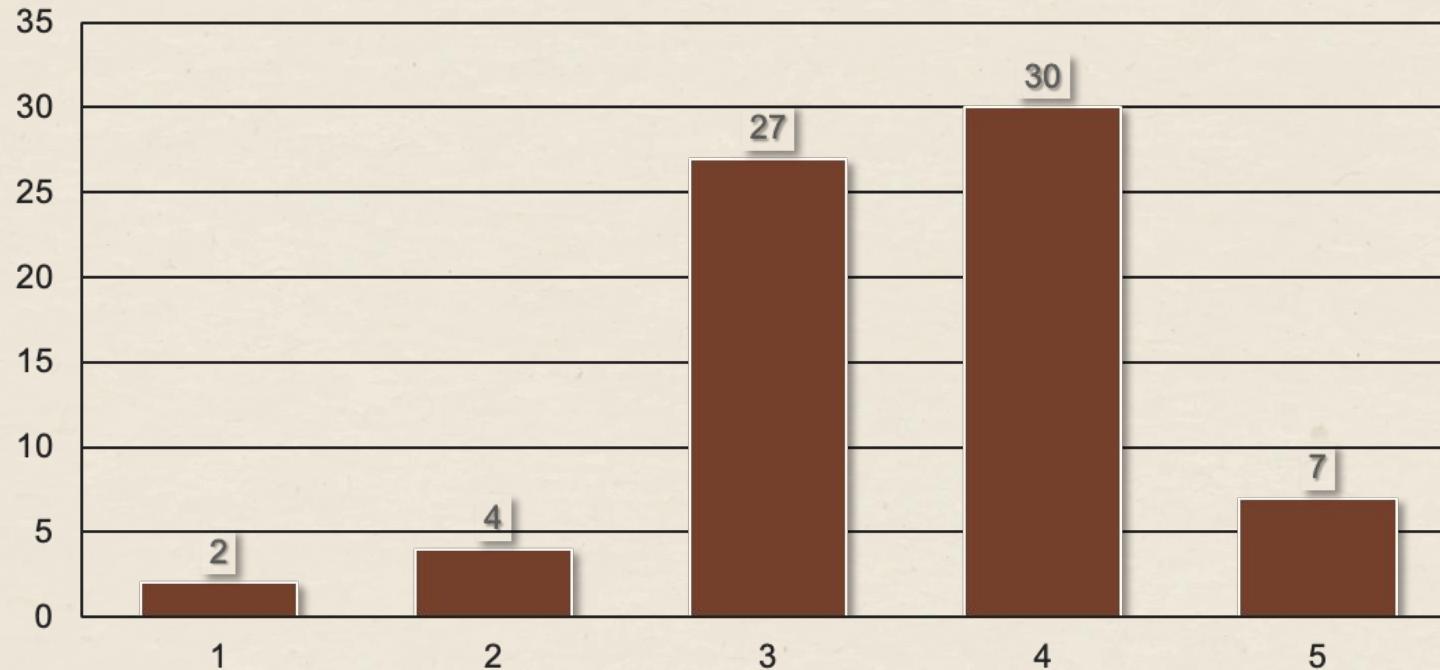
P-value = 0.710611 (No significant difference). Scire implies that both gender can be your target market.

Target market segment (Anova and T-Test)

- Analysis shows that our target market segment is both male/female gender that is above 50 years old is the least.
- Marketing strategy should focus on this segment of population.

Overall Attractiveness

"I am satisfied with the removable multi-compartment seasoning powder jar concept."
1 = strongly disagree, 5 = strongly agree



4Ps

Package A –
Purchase “one set”

Package B –
Purchase “two set” for
a cheaper price

Product

Price

Place

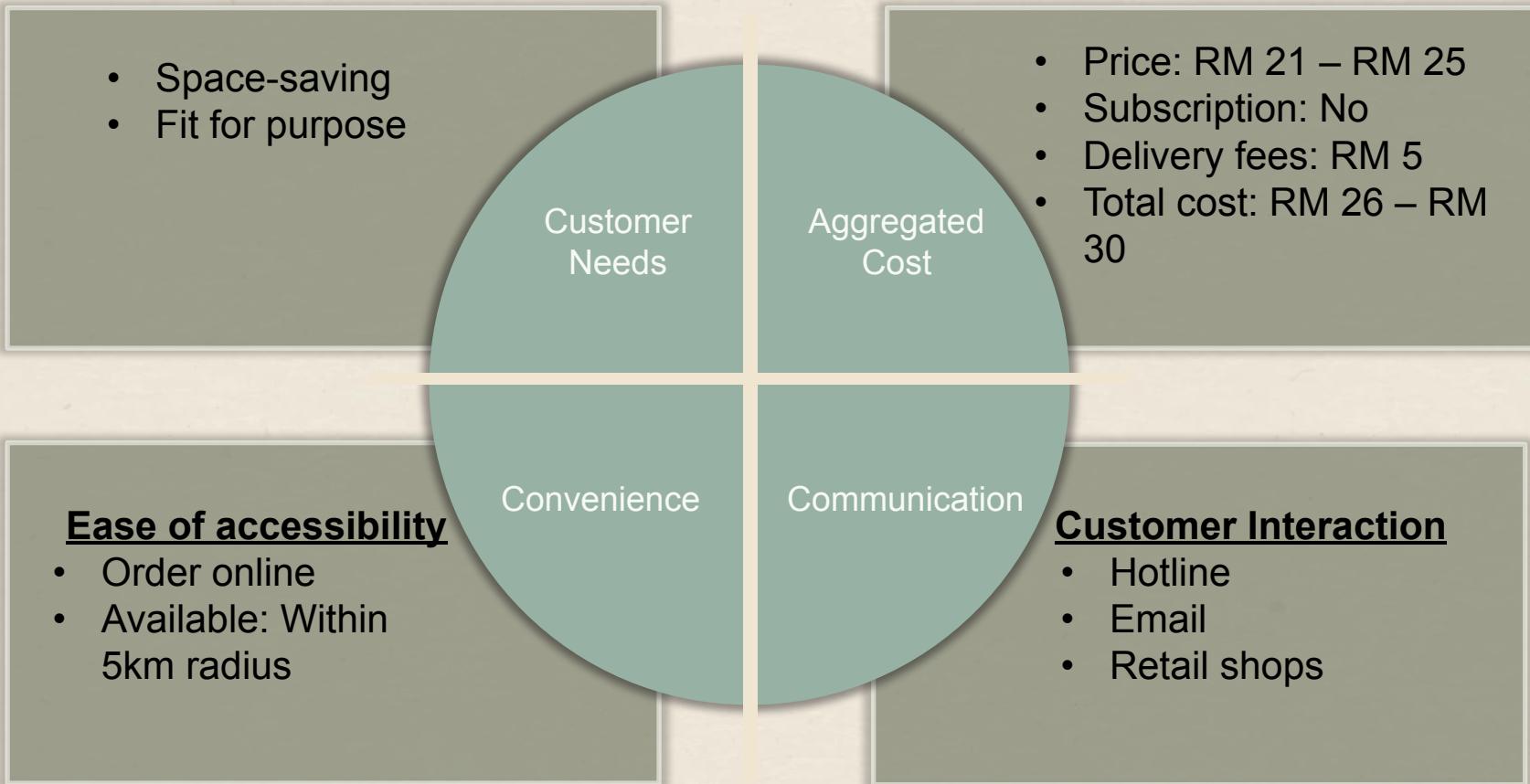
Promotion

Price for Package A –
RM30 per set

Price for Package B –
RM54 per set
(10% discount)

- **Distribution strategy 1**
Retail: Shopping malls or
supermarkets within 5 km
to target market.
- **Distribution strategy 2**
Online retailers

- **Promotion Strategy 1**
Social Media (Facebook)
- **Promotion Strategy 2**
Promotion
codes/vouchers



Target Market

Demographic

- Female
- 18 & above
- Middle to high income classes
- Working / Studying

Geographic

- Mostly urban area

Psychographic

- Cooking Lovers

Behavioral

- Hard core loyal
- Benefit sought
- Affordable price
- Product end use

SWOT Analysis

S

Strengths

- Space-saving
- More durability
- Can be stacked together and removed according to your requirements

W

Weaknesses

- Many substitute competitive products
- Lacking in social media presence
- Lack of capital

O

Opportunities

- Improve e-commerce visibility
- Run ads on YouTube, Facebook, and Instagram
- New markets

T

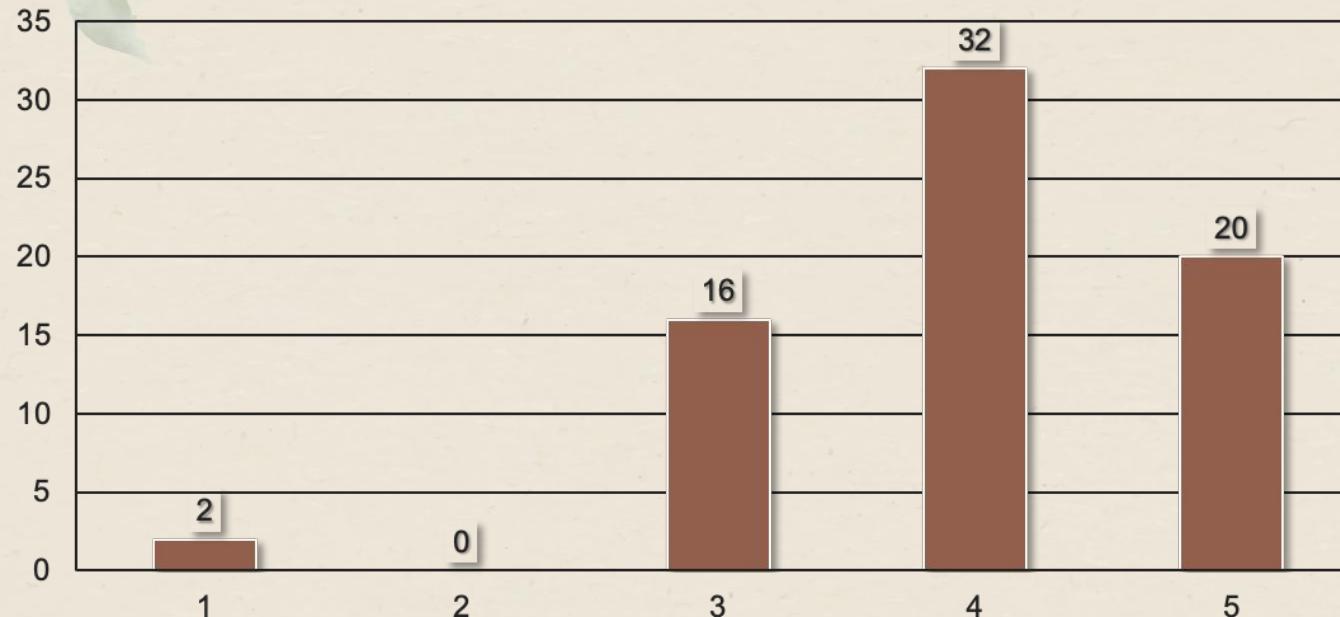
Threats

- New competitors selling similar product
- Customers becoming more price sensitive

Overall Commercial Value

"I am interested to purchase a set of removable multi-compartment seasoning powder jar mentioned above."

1 = strongly disagree, 5 = strongly agree





	Item	Cost	Total Cost + Shipping (50 sets)
01	Glass	RM 4	RM 200
02	Hard Plastic	RM 3	RM 150
03	Stainless Steel	RM 8	RM 400
04	Labour Cost	1.5 hours x RM 4 per hour	RM 300



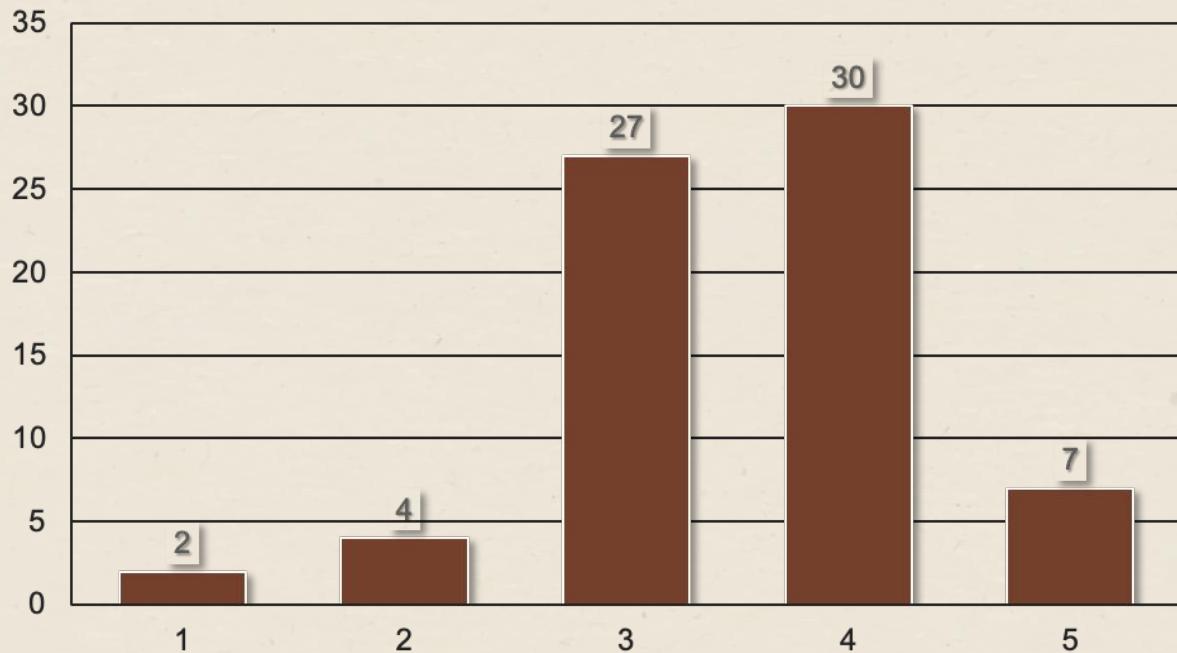
COST

Estimated Production Price
For 50 Sets **RM 1,050**

Estimated Selling Price For
50 Sets **RM 26 – RM 30**

Price Perception

"The price of removable multi-compartment seasoning powder jar mentioned above is reasonable."
1 = strongly disagree, 5 = strongly agree

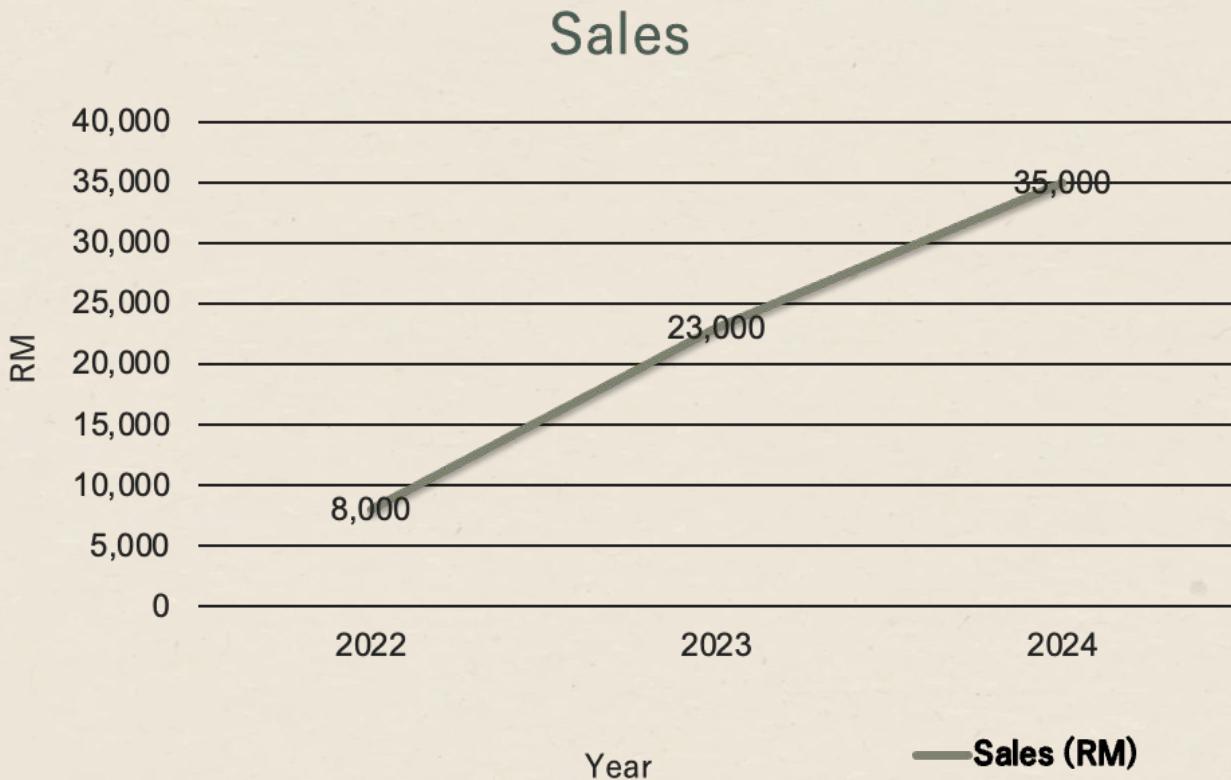


Projected Profit and Loss

KOCCY SDN BHD						
Statement of Profit or Loss for the year ended December 31.						
	1 st Year 2022		2 nd Year 2023		3 rd Year 2024	
	RM	RM	RM	RM	RM	RM
Sales		8,000.00		23,000.00		35,000.00
Less: Cost of sales						
Opening Inventory			2,270.00		3,640.00	
Purchases	4,000.00		6,000.00		8,710.00	
Closing Inventory	(2,270.00)	(1,730.00)	(3,640.00)	(4,630.00)	(5,570.00)	(6,780.00)
Gross Profit		(6,270.00)		18,370.00		28,220.00
Less: Operating Expenses						
Marketing and Promotion Strategy	(1,500.00)		(1,000.00)		(2,000.00)	
Office Payroll	(3,000.00)		(3,242.00)		(5,826.00)	
Office Rental	(3,500.00)		(3,500.00)		(3,500.00)	
Insurance	(2,000.00)		(2,000.00)		(2,000.00)	
Loan payment	(1,146.00)		(1,146.00)		(1,146.00)	
Transportation	(1,500.00)		(1,500.00)		(1,500.00)	
Total operating expenses		(12,646.00)		(12,388.00)		(15,972.00)
Net profit/(loss) before tax		(18,916.00)		5,982.00		12,248.00
Less: Income Tax Expenses @ 29%		NIL		(1,734.78)		(3,551.92)
Net profit/(loss) after tax		(18,916.00)		7,716.78		8,696.08



Sales Graph

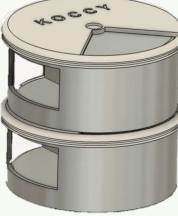


Financial Management	1st Year 2022	2nd Year 2023	3rd Year 2024
Unit Sold	1,000	3,500	5,800
Contribution margin (<i>Price/unit - Cost/unit</i>)	6	5	5
Fixed cost (FC) (<i>Total Expenses</i>)	12,646	12,388	15,972
Investment requested from investor	100,000	100,000	100,000
Breakeven (B/E) (<i>FC/Contribution Margin</i>)	2,017	2,360	3,283
Return on Investment (ROI) (<i>NE/Invest</i>)%	-6%	4%	9%

Financial Management



Competitive Analysis Grid

	KOCCY SDN BHD 	 SHOPMEON9  Preferred+ Active 10 minutes ago 4.9 / 5.0 Shop Rating 33.3k Followers 100% Chat performance	 ATP Professional Business... >  Preferred+ Active 15 minutes ago 4.9 / 5.0 Shop Rating 209.3k Followers 100% Chat performance
			
Product Seasoning Powder Jar Functionalities:			
Stackable	✓		
Unique Features:			
Light-weight	✓	✓	
More durable	✓		✓
Convenient	✓	✓	
Affordability	✓	✓	✓

Growth Strategies

New Product Development

- Develop a few more different functions.
- Liquid seasonings can be filled into the seasoning jar.
E.g. : Soy sauce and sesame oil

New Market Development

- Developing a market among the younger generation (millennials) of consumers.
- Fewer millennials have stay-at-home parents to teach them how to cook, so resulting in millennials lacking some of that knowledge (LaMagna, 2021).



KOCCY

Kitchen/Cooking · 101 likes · 104 follows



Notifications



Messages

Facebook

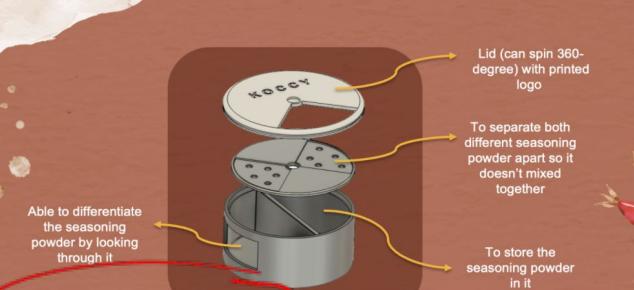
Page & Post



KOCCY

6 d ·

Information on our product (removable multi-compartment seasoning powder jar) that you would like to know before purchasing it.



You and 131 others



Like



Comment



Share

Our Prototype



Thank You!

Q & A



Do you have any questions?

