



AZIZAH

“Better Ingredients, Better Food”



No. 8-1 Jln Kajang Perdana
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azizah@aatravel.tours /
admin@aatravel.tours
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Executive Summary

i A&A TRAVEL & TOURS SDN BHD (49847-T) (the Company) is a service company core in traveling and transportation. The Company is registered with the Malaysian Ministry of Domestic Trades, Co-Operative and Consumerism, Ministry of Finance, Ministry of Tourism and Culture and Companies Commission Agency.

As years past, the Company has grown and decided to enter another business sector, which is the Food and Beverages (F&B) Sector. Starting with one small restaurant in Rawang, (Selangor, Malaysia), the Company's F&B Department shows tremendous growth and capability. However, the restaurant failed to show consistency in profit as the cost always fluctuate depending on the demand and supply.

Thus, our owner, Datin Paduka Azizah Hasan shows interest in a new cooking method and implied it into the restaurant system. The method of food paste has been used and applied by small F&Bs restaurant since the early 2000s. The Chow Kuey Teow, Barbecue and Percik cooking have all used this method since the early days. But, because the lack of knowledge, skills and capability, using food paste in other type of food is difficult to be found.

The Company eventually crack the code and has been using the method for almost 3 years. Our F&B Department has improve the food paste under Research and Development (R&D) program that the company shared with its partner, Global Standing Sdn Bhd has created an interesting product in a smaller medium in a more lasting way. The Company immediately start producing the product sample to introduce AZIZAH into the market. The product is certified with Hazard Analysis And Critical Control Points (HACCP) and HALAL MALAYSIA. This shows the quality and safety of the product is always in best care and drawing confident from consumers.

WHAT THE COMPANY DOES

i A & A TRAVEL & TOURS SDN BHD is a Travel and Tour Agency in Malaysia. The core business structure of the company consists of three domains, which are Ticketing & Reservations, Accommodation & Transportation, and Food & Beverages. The company aim to be a global player in each sector we enter by creating high quality product and high quality services.



Mission

i Our Mission statement is to become a global leader in all businesses we enter by improving our Service, Relationship and Teamwork. Creating world-class product. Create opportunities to help the public and bust the economy.


Vision

i Our vision is to become a well-known company that places customers satisfaction above all others and embracing quality in productivity.


In line with the government effort to reach Vision 2020, endorsing the importance of Health Tourism, Food and beverages Extemporization and Efficient Transportation Arrangement is mainly focused.

KEY TO SUCCESS


High Quality and Product Safety

-  Our company is very dedicated in ensuring product quality and safety is always excellent. The quality control of our product is monotonously check to ensure diligence and precisely measured. This is why our product is manufactured in a certified HACCP registered place, as well as HALAL.


Product Ability and Usefulness

-  AZIZAH is an extraordinary product, it ensure consistency and efficiency in cooking. It is portable and flexible to be use at any given time and place without having to worry about damages. Consumers would benefits cost efficient as AZIZAH has comprise most ingredient in a cheaper price. AZIZAH is created as a medium that helps reduce time and cost in cooking.

Attractive Pouch Design

-  One of our key selling points is our product attractiveness. The pouch is construct in a manner that it would show Class, Clean and Pleasing. The cutting edge of our pouch is totally different from others. This defines innovativeness and uniqueness that our company strongly endorse.

Specific Marketing Propositions

-  The team has construct a strategic marketing plan using the method of Specific Marketing Proposition (SMPs). The plan consists of four phases and targeting six markets. By using SMPs in planning, the team would benefits in costing, preparations, and production.

COMPANY BACKGROUND

1979

- was formed and named SF Travel & Tours Sdn Bhd

1988

- change name into A&A Travel & Tours Sdn Bhd

2014

- change ownership

2015

- registered with IATA | signed MOU with Global Standing Sdn Bhd

2016

- created AZIZAH



A&A TRAVEL & TOURS SDN BHD was form on the 14th August 1979 in Malaysia. It was previously known as SF Travel & Tours Sdn Bhd. The company later change hands on 13 January 1988 and was later named A & A TRAVEL & TOURS SDN BHD. The company change ownership again in 2015. The company is currently located in the Kajang, Selangor Malaysia.

This fully owned Bumiputera Company operates in the field of Inbound and Outbound Ticketing and Tours operation including Umrah and Hajj Services. A & A TRAVEL & TOURS SDN BHD is also a registered HALAL food and beverages provider with the Malaysian government. Serving under both transportation and food industry makes A & A TRAVEL & TOURS SDN BHD a unique travel agency in Malaysia.

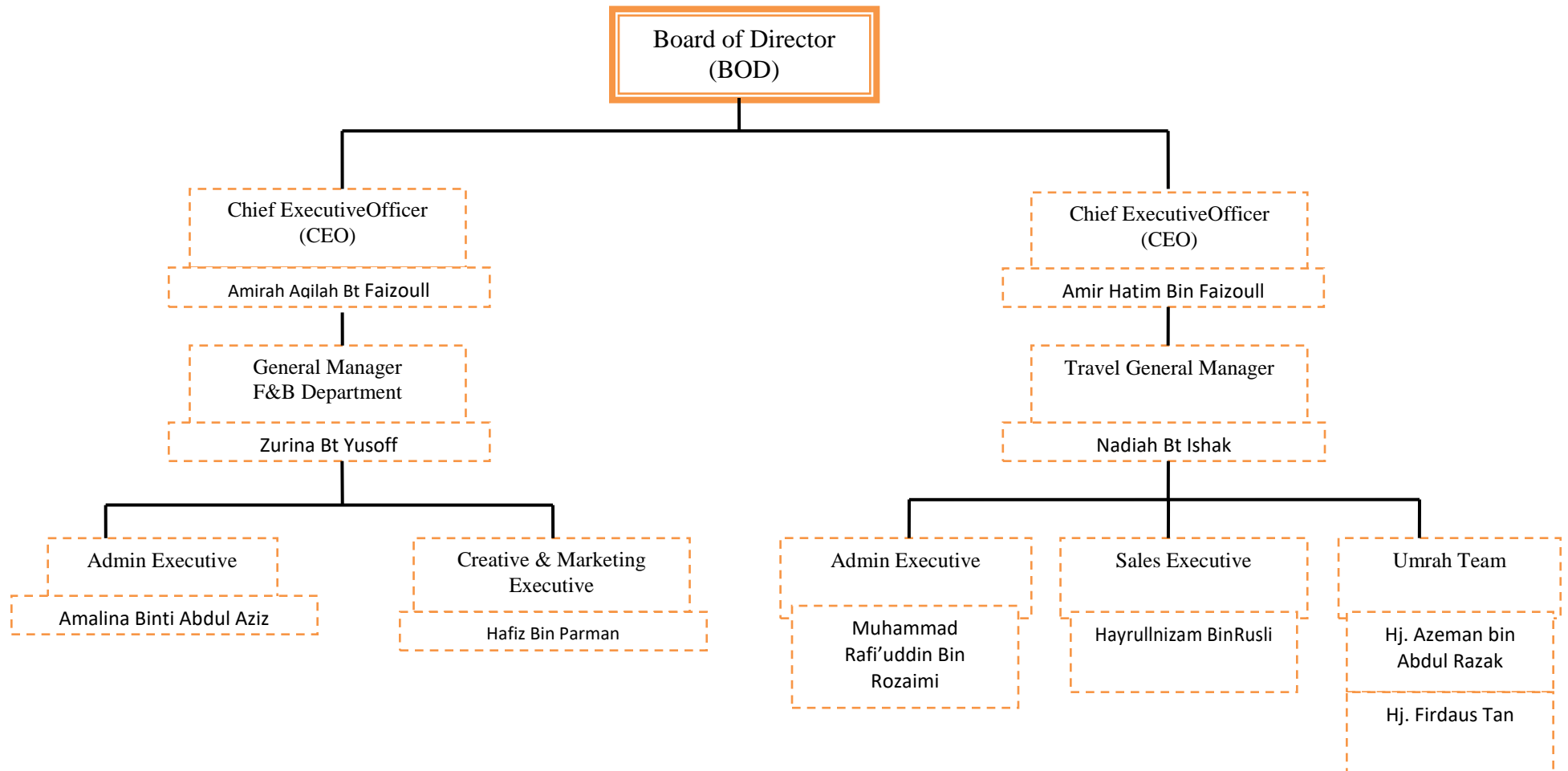
A&A TRAVEL & TOURS SDN BHD are members of the Malaysian Association of Tour & Travel Agents (MATTA), Persatuan Syarikat Pengendali Pelancongan Bumiputera Malaysia (BUMITRA) and International Air Transport Association (IATA). The use of Abacus Distribution System and Galileo Travel Port System (GDH) for ticket's reservations gives A & A TRAVEL & TOURS SDN BHD larger networking with multiple airlines, hotels and vendors to serve customers. These systems give the company the ability to access directly with international corporations.

Under the HALAL FOOD and BEVERAGES Sector, A&A TRAVEL & TOURS SDN BHD is currently venturing with GLOBAL STANDING SDN BHD who is also a fully owned Bumiputera company. The venture has resulted to the creation of AZIZAH paste. AZIZAH is serving eight different flavors with a very attractive packaging style. Since the day it was form, the Company has been backed by dedicated and experienced employees' throughout the years in ensuring best services are served.

COMPANY OWNERSHIP

COMPANY NAME	: <i>A & A TRAVEL & TOURS SDN. BHD.</i>
ADDRESS	: <i>NO 8-1, JALAN KAJANG PERDANA 3/1 TAMAN KAJANG PERDANA 43000 KAJANG, SELANGOR</i>
AUTHORIZE CAPITAL	: <i>RM 500, 00.00</i>
PAID-UP CAPITAL	: <i>RM 350, 00.00</i>
BANK	: <i>CIMB BANK</i>
ACCOUNT NUMBER	: <i>8007708432</i>
DIRECTORS	: <i>DATIN HJH AZIZAH BINTI HASAN EN AMIR HATIM BIN HJ FAIZOULL</i>
DATE OF ESTABLISHMENT	: <i>14 OGOS 1979</i>
COMPANY REGISTRATION NO.	: <i>49847-T</i>
KKKP REGISTRATION NO.	: <i>0465</i>
MOF REGISTRATION NO.	: <i>357-020022553</i>

MEET THE GROUP



Business Concept



A & A Travel & Tours Sdn Bhd, through its brand name Azizah, will be the uprising premium quality instant retort pouched foods in Malaysia. Azizah is a specialised business that provides a variety of people with the opportunity to prepare delicious meals in short period of time. The purpose of this process is to both optimise the time investment needed to prepare the quality of meals that Azizah will become known for, within the clients' current schedules, and also for them to practice the proper health conscious behaviour that has become the target lifestyle of a health deficient society. In short, we will be in the business of helping our customers to relieve their daily stresses of what to fix their families for dinner by providing them with a great menu choice of meals that they will prepare. A & A Travel & Tours Sdn Bhd has café name GS Cuisine and central kitchen which provides Food and Beverage services. GS Cuisine provides a combination of excellent food at value pricing and great atmosphere. The company kitchen has a capacity to provide food and beverages up to 2000pax.

COMPANY OVERVIEW

The A&A Travel &Tours Sdn Bhd is a Malaysia-based provider of premium quality instant retort pouched foods at an affordable price.

The business will mainly seek to provide premium retort pouched foods to Malaysia residents and global market. We will also attempt to make consumers hassle-free and taste of the food always remains consistent.

Company Logo



100%

Represents a hundred percent of secret recipes by Datin Paduka Azizah. This company is ensuring the quality and taste of the food remains consistent.

Azizah

Represents her signature. Our company focuses on a traditional way of preparing food.

Green Leave

Represents a good combination of spices. 100% is guaranteed no preservative.

COMPANY TAGLINE

"Better Ingredient, Better Food"

Introduction to Azizah

INOVATIVE CREATION FOR EFFICIENT PRODUCTION

AZIZAH is an invention from a restaurant owner known as Datin Azizah. Datin Azizzah discover an important puzzle in managing a restaurant that is ensuring the quality and taste of the food always remain consistent. By using the medium of paste, Datin Azizah saw that customer's satisfaction starts to grow. The paste also helped reduce the waiting time for the customer. Hence, Datin Azizah decides to introduce her cooking and the chefs cooking with the world by creating AZIZAH.

AZIZAH is created to help consumers such as housewife, students and chef to prepare food more consistently. AZIZAH also helps reduce cooking time as well as the preparation of cooking with its ready-made sauce. AZIZAH is free from gluten, chemicals and food preserver. Our product undergoes the process of retort pouch to preserve its texture and resilience to ensure it is free from bacteria and germs. The pouch it self is made with certain specification to ensure attractiveness and usefulness. Our product is consists of Malaysian HALAL and HACCP (Hazard Analysis and Critical Control Points) certification. This shows our effort to ensure product quality control is preserved.

AZIZAH today is packed in 8 (eight) different meals to widen its market share capacity. We designed each AZIZAH with certain pivotal point for different target market. AZIZAH use the traditional Malaysian recipes then packaged in pouch so that it could be enjoy all over the world. The concept of Meals, Ready-to-Eat (MREs) is focus to ensure that people from different continent and background can enjoy the lovely taste of Malaysian dish. Malaysian has been namely famous for its architectural buildings and its wonderful scenery. However, most tourists agree that the taste and texture of the Malaysian traditional food is flavorsome. Thus, it has come to our attention that the Malaysian dish must be share and be appreciated across the world.

Our effort to bring Malaysian dish in the international market is supported with the idea of sharing the traditional Malaysian culture with the world. Malaysia mix and divers culture and races should be shared with others. Our foods are also mix and diverse to suit the preferences of such culture, which is why we believe that AZIZAH would grow well in international market.

PRODUCT DESCRIPTION

AZIZAH - 160 gram

Natural ingredients, good nutrition to nourish your day

Nutrition Facts	
Serving Size: 100g	
Amount Per Serving	
Energy	1134kJ
Total Fat	22g
Sodium	11g
Total Carbohydrate	11g
Protein	8.0g
Fibre	2.4g

Ingredients / المكونات:
Bawang Merah (28%), Santan (22%), Minyak Cilem, Bawang Putih, Chili Merah, Bawang Kiri, Gula, Kacang, Coriander and Petai Onion (28%), Coconut Milk (22%), Palm Oil, Garlic, Red Chilies, Curry Spices, Sugar, Coconut Paste, Salt and Ginger

TAMBAHANKAN:
• 200g Daging/Makanan Laut • 20g Kentang • 300ml Air
• 200g Meat/Seafood • 20g Potatoes • 300ml Water
• 200克肉類/海鮮 • 20克土豆 • 300毫升清水

Preparation:
Masukkan 1 pak per AZIZAH dan 300ml air dalam kuali sehingga mendidih selama 15 min.
Mix 1 pack of AZIZAH's Sauce and 300ml water in a saucepan, bring the mixture to boil for 15 min.
混合1包AZIZAH和300毫升水在锅里煮，把混合物煮15分钟。

Best Before / Best Before:
A&A Travel & Tours Sdn Bhd (unit 7)
No 81 Jalan Koping Perdana 31, Taman Koping Perdana,
43000 Kajang, Selangor, Malaysia.
Tel: +603 8341 8571 Fax: +603 8741 8570

• Store in cool and dry room temperature.
• Consume the sauce within 24 hours after opening it.
• Do not consume if growth is observed or rancid.
• Any additives (sugar and salt) are from plant or natural origins.

Best Before / Best Before

Picture for reference only 图片仅供参考

www.azizah.com.my

100% Azizah
BEST MALAYSIA'S FAVORITE

GULAI KAWAH
Malaysian Kawah Meat Curry
مرقة اللحم بالكاري بالطريقة الكلاسيكية

100% NATURAL

Ready to cook finishing sauce

Net Weight 160g / 5.65oz

• NO MSG • NO Preservative • NO Artificial Colourings
لا تحتوي على مواد MSG • لا تحتوي على مواد حافظة • لا تحتوي على صبغات اصطناعية

Azizah's Malaysia Gulai Kawah

Natural ingredients, good nutrition to nourish your day

Nutrition Facts	
Serving Size: 100g	
Amount Per Serving	
Energy	1134kJ
Total Fat	22g
Sodium	11g
Total Carbohydrate	11g
Protein	8.0g
Fibre	2.4g

Ingredients / المكونات:
Bawang Merah (27%), Santan (22%), Minyak Cilem, Bawang Putih, Bawang Kiri, Chili, Kicap Pekat, Gula, Coriander and Petai Onion (27%), Milk (22%), Palm Oil, Garlic, Curry Spices, Chili, Thick Soy Sauce, Sugar, Salt and Ginger

TAMBAHANKAN:
• 200g Daging • 300ml Air
• 200g Meat • 300ml Water
• 200克肉類 • 300毫升清水

Preparation:
Masukkan 1 pak per AZIZAH dan 300ml air dalam kuali sehingga mendidih selama 15 min.
Mix 1 pack of AZIZAH's Sauce and 300ml water in a saucepan, bring the mixture to boil for 15 min.
混合1包AZIZAH和300毫升水在锅里煮，把混合物煮15分钟。

Best Before / Best Before:
A&A Travel & Tours Sdn Bhd (unit 7)
No 81 Jalan Koping Perdana 31, Taman Koping Perdana,
43000 Kajang, Selangor, Malaysia.
Tel: +603 8341 8571 Fax: +603 8741 8570

• Store in cool and dry room temperature.
• Consume the sauce within 24 hours after opening it.
• Do not consume if growth is observed or rancid.
• Any additives (sugar and salt) are from plant or natural origins.

Best Before / Best Before

Picture for reference only 图片仅供参考

www.azizah.com.my

100% Azizah
BEST MALAYSIA'S FAVORITE

GULAI KERUTUK
Malaysian Kerutuk Curry
مرقة اللحم بالكاري بالطريقة الكلاسيكية

100% NATURAL

Ready to cook finishing sauce

Net Weight 160g / 5.65oz

• NO MSG • NO Preservative • NO Artificial Colourings
لا تحتوي على مواد MSG • لا تحتوي على مواد حافظة • لا تحتوي على صبغات اصطناعية

Azizah's Malaysia Gulai Kerutuk

Natural ingredients, good nutrition to nourish your day

Nutrition Facts	
Serving Size: 100g	
Energy	1356kJ
Total Fat	19g
Sodium	10g
Total Crap	10g
Protein	14g
Carbohydrate	14g
Fibre	14g
Sugar	14g
Salt	14g
Cholesterol	14g
Trans Fat	14g
Saturated Fat	14g
Unsaturated Fat	14g
Monounsaturated Fat	14g
Polyunsaturated Fat	14g
Net Weight	160g / 5.65oz

Ingredients / المكونات:
 Bawang Merah (42%), Minyak Cili (28%), Bawang Putih, Chili, Kicap, Padi, Cili, Garam dan Halia.
 Onion (42%), Palm Oil (28%), Garlic, Chili, Thick Soy Sauce, Sugar, Salt and Ginger.
 洋葱(42%)、棕榈油(28%)、蒜、辣椒、酱油、糖、盐和生姜。
 (All ingredients are sourced from natural origins.)
 (جميع المكونات من أصل طبيعي.)

1 min

MICROWAVE Cut corner of the pouch to 2cm open, place pouch Off centre in the microwave and heat on HIGH for 1 minute.

1 Take care on the pouch can be hot after heating and do not remove from the microwave until after 2 minutes stand time.

Good source of protein
A Complete heat and eat meal in 1 minute

Azizah's Daging Masak Hitam, or Roasted Beef in Black Sauce are cooked with the finest flavours. It source and select ingredients that use premium quality and 100% natural. These ingredients are then freshly ground and cooked to pack and ready to serve. It is good to serve with plain rice, fried rice or on a dish on table.

Manufacture for:
A&A Travel & Tours Sdn Bhd (private)
 No. 8, Jalan Kuning Perhentian 3, 1, Jalan Kuning Perhentian,
 43000 Kuning, Selangor, Malaysia.
 Tel: +603 8741 8571 Fax: +603 8741 8570

MeSTI HACCP

Best Before / Best Before

Picture for reference only. 圖為參考圖

www.azizah.com.my

Azizah
 BEST MALAYSIA'S FAVOURITE

DAGING MASAK HITAM
 Roasted Beef in Black Sauce
 اللحم المطبوخ في صلصة الصويا السوداء

100% NATURAL

Ready to eat meal

Energy 680kJ 16% Fat 7.1g 10% Protein 3.2g 15% Sugar 7.0g 8% Salt 1.2g 20%

Net Weight 160g / 5.65oz

• NO MSG • NO Preservative • NO Artificial Colourings
 لا تحتوي على مواد MSG • لا تحتوي على مواد الحفظ • لا تحتوي على مواد اصطناعية
 لا تحتوي على مواد الاصطناعية

Azizah's Malaysia Daging Masak Hitam

Natural ingredients, good nutrition to nourish your day

Nutrition Facts	
Serving Size: 100g	
Energy	1356kJ
Total Fat	19g
Sodium	10g
Total Crap	10g
Protein	14g
Carbohydrate	14g
Fibre	14g
Sugar	14g
Salt	14g
Cholesterol	14g
Trans Fat	14g
Saturated Fat	14g
Unsaturated Fat	14g
Monounsaturated Fat	14g
Polyunsaturated Fat	14g
Net Weight	160g / 5.65oz

Ingredients / المكونات:
 Ikan Bilis (42%), Bawang Merah (14%), Minyak Cili, Chili, Halia, Bawang Putih, Cili dan Garam.
 Anchovies (42%), Onion (14%), Palm Oil, Chili, Ginger, Garlic, Sugar and Salt.
 小江魚(42%)、洋葱(14%)、棕榈油、辣椒、薑、蒜、糖和盐。
 سمك الأنشوجة، بصل، فلفل حار، وزنجبيل، فلفل الحار، الثوم، السكر، الملح وبنج.

1 min

MICROWAVE Cut corner of the pouch to 2cm open, place pouch Off centre in the microwave and heat on HIGH for 1 minute.

1 Take care on the pouch can be hot after heating and do not remove from the microwave until after 2 minutes stand time.

Good source of protein
A Complete heat and eat meal in 1 minute

Azizah's Ikan Bilis Sambal, or Spicy Anchovies in Sambal Sauce are cooked with the finest flavours. It source and select ingredients that use premium quality like top quality of anchovies and top grade of chilies and spices. These ingredients are then freshly ground and cooked to pack and ready to serve. It is good to serve with authentic Malaysian favourites Nasi Lemak (Coconut Rice), as side dish of fried rice or as a dish on table.

Manufacture for:
A&A Travel & Tours Sdn Bhd (private)
 No. 8, Jalan Kuning Perhentian 3, 1, Jalan Kuning Perhentian,
 43000 Kuning, Selangor, Malaysia.
 Tel: +603 8741 8571 Fax: +603 8741 8570

MeSTI HACCP

Best Before / Best Before

Picture for reference only. 圖為參考圖

www.azizah.com.my

Azizah
 BEST MALAYSIA'S FAVOURITE

SAMBAL IKAN BILIS
 Spicy Anchovies in Sambal Sauce
 صلصة سمك الأنشوجة مع أسماك الأنشوجة

100% NATURAL

Ready to eat meal

Energy 1356kJ 16% Fat 19g 26% Protein 10g 50% Sugar 14g 15% Salt 4.1g 68%

Net Weight 160g / 5.65oz

• NO MSG • NO Preservative • NO Artificial Colourings
 لا تحتوي على مواد MSG • لا تحتوي على مواد الحفظ • لا تحتوي على مواد اصطناعية
 لا تحتوي على مواد الاصطناعية

Azizah's Malaysia Sambal Ikan Bilis

AZIZAH - 500 gram



SAMBAL TUMIS

Sambal Chili Paste



❌ MSG
❌ Artificial Colouring
❌ Artificial Preservative

Nutrition Facts
Serving Size: 35g

	Amount Per Serving	Amount Per 100g
Calories	119	341
Calories from Fat	100	280
Total Fat	11.2g	32.5g
Saturated Fat	8.6g	24.5g
Trans Fat	0g	0g
Cholesterol	0mg	0mg
Sodium	180mg	540mg
Total Carbohydrate	3.9g	11g
Dietary Fiber	0.1g	0.4g
Sugars	3.9g	11g
Protein	0.8g	2.4g
Vitamin A	0%	0%
Vitamin C	0%	0%
Calcium	11%	30%
Iron	1%	2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	85g	95g
Saturated Fat	Less than	30g	35g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	Less than	300g	275g
Dietary Fiber	25g	25g	30g

Calories per gram:
* Fat 9 * Carbohydrate 4 * Protein 4

INGREDIENT / bahan:
Red Chili (42%), Onion (29%), Palm Oil, Tamarind, Sugar, Anchovies, Kaffir Lime Leaves, Prawn Paste, Salt
Cili Merah (42%), Bawang (29%), Minyak Sawit, Asam Jawa, Gula, Ikan Bilis, Daun Limau Purut, Belacan, garam
紅辣椒(42%)、洋葱(29%)、棕櫚油、羅望子、糖、貝尾魚、檸檬叶、蝦膏、鹽





Like us on Facebook
azizahpaste



- Store in cool and dry room temperature. / 儲存於陰涼和乾燥的室溫
- Consume the sauce within 24 hours after opening it. / 醬汁打開後24小時內食用
- Do not consume if pouch is bloated or leaking. / 如果袋是膨脹或洩漏，不要食用
- Any additives (sugar and salt) are from plant or natural origins. / 任何添加劑(糖和鹽)是從植物或天然來源

Best Before / Baik Sebelum / 保存期限

Manufacture for:-
iHome Food Industries Sdn Bhd (831975-U)
G2 Block G Taman Tunku Bukit Tunku
50480 Kuala Lumpur
Tel : 03-6211 7006 • Fax: 03-6211 0048

500g

www.ihomefood.my

Azizah Sambal Tumis





✗ MSG
✗ Artificial Colouring
✗ Artificial Preservative

Nutrition Facts
Serving Size: 100g

Calories	180
Calories from Fat	110
Total Fat	10g
Saturated Fat	10g
Trans Fat	0g
Cholesterol	0mg
Sodium	943mg
Total Carbohydrate	21g
Servey Fiber	12g
Sugars	10g
Protein	10g
Vitamin A	0%
Vitamin C	0%
Calcium	6%
Iron	15%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	30g	275g	
Dietary Fiber	25g	30g	

Calories per gram:
* Fat 9 * Carbohydrate 4 * Protein 4

Ingredient / المكونات:
Bawang Merah (25%), Bawang Putih, Chili (22%), Santan (15%), Rempah Kari, Halia, Kicap Pekat, Minyak Olein, Gula dan Garam

Onion (25%), Garlic, Chilies (22%), Coconut Milk (15%), Curry Spices, Ginger, Dark Soy Sauce, Palm Olein, Sugar and Salt

洋葱 (25%)、大蒜、辣椒 (22%)、椰浆 (15%)、咖喱调料、姜、老抽酱油、棕榈油、糖和盐

إصبع وأجني والثقل جان وملحوب: بونج البند، باويل الكاري، ملاويول، وسلمة الحاميا، الحاميا، زيت النخيل، وسكن وملح

TAMBAHKAN:
• 200g Daging • 300ml Air
• 200g Meat • 300ml Water
• 200克肉類 • 300毫升清水

Manufacture for:
iHome Food Industries Sdn Bhd (831975-U)
G2 Block C, Taman Tunjaya Bukit Tunku,
50480 Kuala Lumpur
Tel : 03-6211 7006 • Fax : 03-6211 0048

- Store in cool and dry room temperature. / 儲存於陰涼和乾燥的處所
- Consume the sauce within 24 hours after opening it. / 醬汁打開後24小時內食用
- Do not consume if pouch is bloated or leaking. / 如果袋是腫脹或洩漏，不要食用
- Any additives (sugar and salt) are from plant or natural origins. / 任何添加物(糖和鹽)是從植物或天然來源



Like us on
Facebook
azizahpaste

Best Before / Baik Sebelum / 保存期限

JAKIM/SI/22.06/492/2/1 027-03/2015

www.ihomefood.my
Azizah Gulai Kerutuk



CATERER PACK - 500G



ASAM PEDAS

Spicy Tamarind Sauce

صلصة التمر الهندي الحارة



 **MSG**

 **Artificial Colouring**

 **Artificial Preservative**

Nutrition Facts
Serving Size: 100g

Calories	100
Calories from Fat	90
Total Fat	10g
Saturated Fat	4.5g
Trans Fat	0g
Cholesterol	0mg
Sodium	730mg
Total Carbohydrate	15g
Dietary Fiber	5g
Sugars	10g
Protein	2g
Vitamin A	0%
Vitamin C	0%
Calcium	4%
Iron	15%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Calories	2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	275g
Dietary Fiber	25g	30g

Calories per gram: * Fat 9 * Carbohydrate 4 * Protein 4

INGREDIENT / المكونات:
 Bawang Merah (15%), Bawang Putih (6%), Chili Merah (25%), Halia, Minyak Olein, Gula dan Garam.
 Onion (15%), Garlic (6%), Red Chili (25%), Ginger, Palm Olein, Sugar and Salt.
 洋葱 (15%), 大蒜 (6%), 红辣椒 (25%), 生姜, 棕榈油, 糖和盐.
 (نصف رطلي وثلثي من زيت النخيل، بونكر وبنج)

TAMBAHKAN:
 • 200g Ikan/Daging • 100ml Air
 • 200g Fish/Meat • 100ml Water
 • 200克鱼/肉 • 100毫升清水

Manufacture for:
iHome Food Industries Sdn Bhd (831975-U)
 G2 Block G Taman Tunjku Bukit Tunku
 50480 Kuala Lumpur
 Tel: 03-6211 7006 • Fax: 03-6211 0048









JAKIM(S)/122.00/492/2/1 027-03/2015

www.ihomefood.my

Azizah Asam Pedas



CATERER PACK - 500G



DAGING MASAK HITAM

Roasted Beef in Black Sauce

اللحم المطبوخ في صلصة الصويا السوداء



100%
NATURAL

 **MSG**

 **Artificial Colouring**

 **Artificial Preservative**

Nutrition Facts
Serving Size: 100g

Calories	160
Calories from Fat	40
Total Fat	7g
Saturated Fat	3g
Trans Fat	0g
Cholesterol	10mg
Sodium	440mg
Total Carbohydrate	6g
Sugars	0g
Protein	16g
Vitamin A	0%
Vitamin C	0%
Calcium	2%
Iron	20%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Calories	2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	275g
Dietary Fiber	25g	30g

Calories per gram:
* Fat 9 * Carbohydrate 4 * Protein 4

Ingredient / المكونات:
 Bawang Merah (15%), Daging Salai (40%), Bawang Putih, Chili, Halio, Kicap Pekat, Minyak Olein, Gula dan Garam.
 Onion (15%), Roasted Beef, Garlic (40%), Chilies, Ginger, Dark Soy Sauce, Palm Olein, Sugar and Salt.
 洋葱 (15%), 牛肉片 (40%), 大蒜, 辣椒, 生姜, 黑酱油, 棕榈油, 糖和盐.

إعداد دايغ ولفلح داي وزنجيريل وصالصة الصويا ولزيت النجيل.
وسكن وداغ









Best Before / Baik Sebelum / 保存期限

- Store in cool and dry room temperature. / 儲存於陰涼和干燥的處所。
- Consume the sauce within 24 hours after opening it. / 醬汁打開後24小時內食用。
- Do not consume if pouch is bloated or leaking. / 如果袋是發脹或洩漏, 不要食用。
- Any additives (sugar and salt) are from plant or natural origins. / 任何添加劑(糖和鹽) 是來自植物或天然來源。

Manufacture for:
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 G22 Block G, Taman Tunjua Bukit Tunku
 50480 Kuala Lumpur
 Tel : 03-6211 7006 • Fax : 03-6211 0048

JAKIM(SI)/(22.00)/492/2/ 1 027-03/2015

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Azizah Daging Masak Hitam



Product development

AZIZAH is prepared in a clean, safe and qualified factory. The factory is located here in Senawang, Negeri Sembilan, Malaysia. **COOP SAHABAT RETORT FACTORY** is certified with **HALAL MALAYSIA** and Hazard Analysis and Critical Control Points (HACCP). The process of developing AZIZAH is as follow:

1. *Preparation of Recipes*

-  Datin Paduka Azizah will prepare all ingredients accordingly to her recipes one week before paste cooking.


2. *Product Costing & Pricing*

Printing and Products RM 305,000.00
Logistic RM 5000.00
Marketing


3. *Design of Pouch*

-  Azizah's pouch is fully designed by her family.

4. *Pouch Preparation & Printing*

-  Silver pack Sdn Bhd


5. *Pouch Testing*

-  Azizah will be tested several times until it meets standard requirements. Defected pouches will be returned to factory.

6. *Scheduling for paste Cooking*

-  16, 17 and 18 January 2017 at Sahabat Kitchen Senawang.


7. Purchase of Ingredient

-  *Pasar Borong Senawang Sdn Bhd*
Trusted Supplier
Recommended by HACCP certified factory


8. Paste Preparation and Cooking

-  *Our head chef will handle paste preparation and cooking. Our head chef was a chef in Brunei Palace. He has many experiences in paste production*

9. Retort Process

-  *The Saturated Steam Process is the oldest method of in-container sterilization. Since air is considered an insulating medium, saturating the retort vessel with steam is a requirement of the process. Batch retorts execute a series of programmed process steps (also known as segments). These steps must be properly executed to achieve a sterilization process that meets the regulatory requirements imposed for food safety. Sahabat Kitchen has all facilities for retort process and received a Halal certificate by Jabatan Agama Islam Malaysia (Jakim)*

10. Packaging and Quality Control

-  *Halal certificate by Jakim*
Makanan Selamat Tanggungjawab Industri (MeSTI)
HACCP (Hazard Analysis and Critical Control Point)



Halal

Halal Certification is a process by which a Government-controlled Agency or a credible Islamic organization certifies (Board) that a company's products can be lawfully consumed by Muslims. Those who meet the criteria for certification are issued with Halal Certificates and they may use the Halal symbol on their products and for advertising.

Food labeling laws around the world require that claims made on the product label be certified as true. A "Halal Certified" stamp on a label is often seen by Muslim customers as a sign of a trustworthy or genuine product. Such a stamp may even be required for the export of food to certain Muslim countries.

A Halal certificate is an assurance that a particular product has been thoroughly investigated and found to conform to the Islamic Shariah Laws and therefore is suitable for use by Halal consumers. Our products certified as Halal by the Board can utilise the registered trademark Halal logo.



MeSTI

Makanan Selamat Tanggungjawab Industri (MeSTI), or the "Food Safety is the Responsibility of the Industry", is a food safety programme undertaken by the Ministry of Health (MOH).

The objective of MeSTI is to put in place a system for the maintenance of food hygiene and process control, which includes food safety assurance and food traceability. Thus, MeSTI compliance will serve as a building block for micro and Small and Medium Enterprises (SMEs) in Malaysia to be a major producer and exporter of food products by facilitating food safety and quality compliance.



HACCP

HACCP (Hazard Analysis and Critical Control Point) is a systematic approach to food safety that focuses on preventing contamination from biological, chemical, physical and radiological hazards using common sense application of scientific principles. It is accepted worldwide as a suitable system for ensuring food safety and is a legal requirement or recommended for food business in most developed countries. Examples of hazards assessed by an HACCP system include bacteria, viruses, insects, natural toxins, pesticides, drug residues, decomposition, parasites, allergens, unapproved food and colour additives, chemical contaminants from equipment and building maintenance, radioactive compounds, glass, wood, stone, bone, plastic and metal fragments and objects.

HACCP is used at all stages of food production, from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product. Each food processing or handling business should develop an HACCP system or equivalents and tailor one to its individual product, processing and distribution conditions. An HACCP system is reliant on facilities, equipment and good practices already being in place to keep the analysis and resulting control methods manageable. It also relies on the motivation of managers and employees to reduce risk factors and ensure good practices are regularly maintained. These are called prerequisite programs.



BUATAN MALAYSIA
MADE IN MALAYSIA

Buatan Malaysia

The marking of the made in Malaysia Logo is important to symbolize where the product was made and it also acts to prioritize Malaysian goods. This is one of the components of the campaign approach by the industry itself to enhance Malaysian interest to consume Malaysian products offered in markets.

Every Malaysian product, especially food products, bears this mark on their food packaging design and should be done by law based on the Industrial **Co-ordination Act 1975** [Act 1975].

Azizah Nutrient Guidelines

Nutrients

i Good nutrition is the key to good mental and physical health. Eating a balanced diet is an important part of good health for everyone. The kind and amount of food you eat affects the way you feel and how your body works. A nutrient is an ingredient in a food that provides nourishment. Nutrients are essential for life and to keep your body functioning properly.

What are nutrients?

i Nutrients are ingredients in food that help you:

Grow

Repair body tissue

Build new muscle tissue.

No single food will provide you with the right amount of nutrients. By combining foods from all the different food groups, you can meet your body's daily needs. Azizah is the right choice.

How can I eat a healthy diet?

Offers a guide to healthy food choices for people from age two and up

Helps you choose a healthful diet to maintain or improve your weight.

Includes five food groups with many kinds of foods that promote good health

Includes the recommended number of servings and serving size of each food group.

Azizah's team has done many researches in providing a balance quantity and quality food. We have 160 gram pack serving for 2-3 people and 500g serving for 6-8 people. Our company target is providing the best ideal diets for customer.

How do I eat a healthy diet?



Eat a variety of foods from each group and stay within the recommended servings listed.

Choose foods that are low in fat and sugar.

Choose and prepare foods that are low in salt.

Learn to read and understand food labels.

How can I make healthy choices when shopping for food?



Read the Nutrition Facts Food Label, which is found on our products. This label:

Lists the items that by law need to be listed on food products.

Shows what a serving size of a food is, and how many calories and fat grams are in a serving, as well as how many calories of the food come from fat.

Tells some important vitamins and minerals that the food provides.

All nutrition facts are printed on our product for references.


Do I need a vitamin and mineral supplement?




You may:

- I. Vitamins are present in different amounts in different foods.*
- II. Minerals help your body carry out certain activities and are also present in many foods.*
- III. Usually all the vitamins and minerals you need are in a well-balanced diet.*
- IV. Vitamin or mineral supplement s may be needed if your diet does not have a variety of foods from each group.*
- V. The Basics of the Nutrition Facts Label*

Check Out the Total Calories

-  Find out how many calories are in a single serving. It's smart to cut back on calories if you are watching your weight. Total calories of our product is 270 per 160 gram.

Let the Percent Daily Values Be Your Guide


-  Use percent Daily Values (DV) to help evaluate how a particular food fits into your daily meal plan.

Daily Values are average levels of nutrients for a person eating 2,000 calories a day. A food item with a 5 percent DV of fat provides 5 percent of the total fat that a person consuming 2,000 calories a day should eat.


Percent DV are for the entire day, not just one meal or snack

You may need more or less than 2,000 calories per day. For some nutrients you may need more or less than 100 percent DV.

The High and Low of Daily Values

-  Low is 5 percent or less. Aim low in saturated fat, trans fat, cholesterol and sodium.
High is 20 percent or more. Aim high in vitamins, minerals and fiber.

Limit Saturated Fat, Added Sugars and Sodium

-  Eating less saturated fat, added sugars and sodium may help reduce your risk for chronic disease.

Saturated fat and trans fat are linked to an increased risk of heart disease.

Eating too much added sugar makes it difficult to meet nutrient needs within your calorie requirement.

High levels of sodium can add up to high blood pressure.

Remember to aim for low percentage DV of these nutrients.

Get Enough Vitamins, Minerals and Fiber



Eat more fiber, potassium, vitamin D, calcium and iron to maintain good health and help reduce your risk of certain health problems such as osteoporosis and anemia.

Choose more fruits and vegetables to get more of these nutrients.

Remember to aim high for percentage DV of these nutrients.

Additional Nutrients



You know about calories, but it is important to also know the additional nutrients on the Nutrition Facts Label.

Protein

A percentage Daily Value for protein is not required on the label. Eat moderate portions of lean meat, poultry, fish, eggs, low-fat milk, yogurt and cheese, plus beans and peas, peanut butter, seeds and soy products.

Carbohydrates

There are three types of carbohydrates: sugars, starches and fiber. Eat whole-grain breads, cereals, rice and pasta plus fruits and vegetables.

Sugars

Simple carbohydrates, or sugars, occur naturally in foods such as fruit juice (fructose) and milk (lactose) or come from refined sources such as table sugar (sucrose) or corn syrup. Added sugars will be included on the Nutrition Facts Label in 2018. The 2015-2020 Dietary Guidelines for Americans recommends consuming no more than 10 percent of daily calories from added sugars.

How to serve Azizah?



Example for Gulai Kuning;

- I. Mix 1 pack of Azizah's Sauce and 100ml water in saucepan, bring the mixtures to boil for 15 minutes*
- II. Drop in 200g of cooked beef and cook for 15 minutes or until meat is tender, ready to be served*
- III. Enjoy your food!*

As simple as 1, 2, 3 and its hassle-free. Now everyone can cook!



AZIZAH FINANCIAL PLANNING

The financial planning of AZIZAH would approach up to RM 800,000.00 at its first year of operation. The review would show that by the end of the second year, after maximum advertising approach, AZIZAH would be able to reduce its cost to the minimum that would see a reduction of almost 35% to 60%. This would also mean an increase of profit and gain for investors and its subsidiaries. However, the reduction would be dependable on the politic and economic sustainability of the countries operated. Investment in AZIZAH is very exciting and rewarding if compared with other business.

Product			1,000 gram	500 gram			
Pouch							RM 305,000.00
	Printing				RM 300,000		
	Logistic				RM 5,000		
Logistic							RM 5,000.00
	Factory to Warehouse				RM 5,000.00		
Marketing							RM 334,900.00
	Product Gift				RM 5,000.00		
	Brochure				RM 2,000.00		
	Flyers				RM 1,300.00		
	Booklets				RM 4,000.00		
	Event Booth				RM 1,600.00		
	Entertainers				RM 5,000.00		
	Online Bust				RM 1,000.00		
	Sponsorship				RM 5,000.00		
	Traveling				RM 310,000.00		
		Singapore		RM 15,000			
		Indonesia		RM 15,000			
		Australia		RM 60,000			
		Europe		RM 100,000			
		Japan		RM 60,000			
		Korea		RM 60,000			
							RM 644,900.00

Market and Industry Analysis



The idea behind the business centres on perceived low time constraints to prepare meals and a lack of cooking skills. A lot of research conducted on convenient food may constantly consider the element of time (Buckley et al, 2007). Convenience involves more than just quality time, especially in food preparation (Goffton and Marshall, 1998; Buckley et al., 2007), but it also concentrates on physical and mental effort associated with food-specific activities (Man & Fullerton, 1990; Buckley et al., 2007). It is important to consider convenience at all stages in the process of food consumption and to determine the proportionate importance that consumers attach to time and energy use in acquisition, consumption and disposal (Brown and McEnally, 1993). Therefore, convenience is defined in terms of time, physical energy and mental effort savings related to food preparation and consumption. From the definition of convenience, there are types of convenient food products that can be considered. Douglas (1976) and de Boer et al. (2004) consider eating in canteens and restaurant as convenience. Capps et al. (1983) and de Boer et al. (2004) define convenient food as fully prepared or partially prepared food items where some or all of the preparation time, culinary skills or energy inputs are provided by the food processor-distributor rather than in the home-makers kitchen. According to Romani (2006), for post-modern family members, lunch is usually consumed outside of home (at school or workplace) or at home but in a personalized way. In addition, work meeting, sports practice or friend's party have become legitimate reasons to miss the evening meals. Many family members often eat lunch outside of home and families generally eat out more than in the modern era when going to a restaurant was considered a special outing. This observation has to be considered along with an increased use of ready-made convenience food that makes food preparation quicker and easier. Therefore, People eat convenient food as they have other pressing obligation and it solves meal scheduling problems (Warde, 1999; Buckley et al., 2007) and perceived time pressure (McKenzie, 1986; Buckley et al., 2007). McKenzie (1986) reported that although working women contribute to financial enrichment of household, a situation of 'time poverty' may develop. This leads to less time available for household chores and meal preparation (De Boer et al., 2004). The demand for convenient food in the Great Britain has been fuelled by the increased female participation in the work-force (Senauer et al., 1991; Buckley et al., 2007). The high stress level experienced among working women has resulted in greater use of convenient food (Gupta & Jenkins, 1985; McKenzie 1986; Buckley et al, 2007). Since providing meals and securing family health are traditionally been the responsibility of women (Redman, 1980; Buckley et al, 2007), their employment has reduced the time available for household work (Jacobsen, 1999; Suen, 1994; Buckley et al., 2007). During weekdays, time would be one of the constraints in preparing food; hence convenient food would be the solution (Mintel, 2000). Thus, Datin Paduka Azizah suggests that Azizah paste is the best way of providing meals.

Outlets and Transactions of Malaysian Foodservice by Subsector, 2012

Subsector	Outlets	Transactions (thousands)	Average Sales per Outlet (US\$)	Average Sales per Transaction (US\$)
Source: Euromonitor, 2014.				
**Pizza consumer foodservice data is compiled from three different subsectors (fast food, full-service restaurants, and 100% home delivery/takeaway) for the purposes of comparison, but remains reflected within the figures for these subsectors, and thus the consumer foodservice total. As such, pizza is not counted as its own sector within the consumer foodservice total.				
Consumer Foodservice (Total)	30,721	1,352,698	325,181	7.39
Full-Service Restaurants	10,231	269,769	335,089	12.71
Cafés/Bars	5,325	221,676	538,930	12.95
Street Stalls/Kiosks	11,201	491,041	179,939	4.10
Fast Food	3,340	335,234	423,772	4.22
Self-Service Cafeterias	302	29,245	646,689	6.68
100% Home Delivery/Takeaway	322	5,733	203,727	11.44
Pizza**	572	14,767	403,671	15.64

Independent operators are the prevalent foodservice providers in Malaysia, accounting for US\$6.7 billion or 67% of the total foodservice market in 2012, as shown in the table below. However, chained operators are expanding their sales presence in Malaysia at a faster rate than their independent counterparts, registering a CAGR of 8.3% from 2008 to 2012. Chained operators are expected to continue gaining market share with a CAGR of 6.6% over the forecast period, to reach sales of US\$4.6 billion in 2017.

Historic Market Value and Growth of Malaysian Foodservice by Type, US\$ millions

	2008	2009	2010	2011	2012	CAGR % 2008-12
Source: Euromonitor, 2014. CAGR = compound annual growth rate.						
Consumer Foodservice (Total)	8,358.8	8,519.2	8,984.3	9,503.2	9,989.9	4.6
Independent	5,972.2	6,022.1	6,211.7	6,475.3	6,705.9	2.9
Chained	2,386.5	2,497.1	2,772.5	3,027.9	3,284.0	8.3

Forecast Market Value and Growth of Malaysian Foodservice by Type, US\$ millions						
	2013	2014	2015	2016	2017	CAGR % 2013-17
Source: Euromonitor, 2014. CAGR = compound annual growth rate.						
Consumer Foodservice (Total)	10,511.2	11,064.4	11,648.7	12,275.5	12,939.1	5.3
Independent	6,968.1	7,261.8	7,586.5	7,952.7	8,361.0	4.7
Chained	3,543.1	3,802.7	4,062.3	4,322.8	4,578.1	6.6

Independent operators accounted almost 25,000 outlets and 900,000 transactions in 2012. However, on a per-outlet basis, chained outlets had more transactions, higher sales, and an average transaction value that was fairly comparable to their independent counterparts.

Outlets and Transactions of Malaysian Foodservice by Type, 2012				
Subsector	Outlets	Transactions (thousands)	Average Sales per Outlet (US\$)	Average Sales per Transaction (US\$)
			Source: Euromonitor, 2014.	
Consumer Foodservice (Total)	30,721	1,352,698	325,181.47	7.39
Independent consumer foodservice	24,980	893,454	68,450.76	7.51
Chained consumer foodservice	5,741	459,244	72,025.78	7.15

The data shows our people prefer takeaway food on their daily basis. In many researches, Malaysian is more likely to order takeaway food, even though, they prefer to cook at home. This issue caused by the lack of time and increasing of working class people. Now days, lack of cooking skills become a serious issue. The Azizah's paste invention helps customer to cook at home again.

Consumer Beneficiary

i Consumer would benefits from reduction of cost in many ways.

Firstly, ingredient is much cheaper in Azizah compared with market value

Secondly, preparation for meals with Azizah is hassle-free.

Thirdly, our products are friendly use.

Lastly, taste of our food always remains consistent.

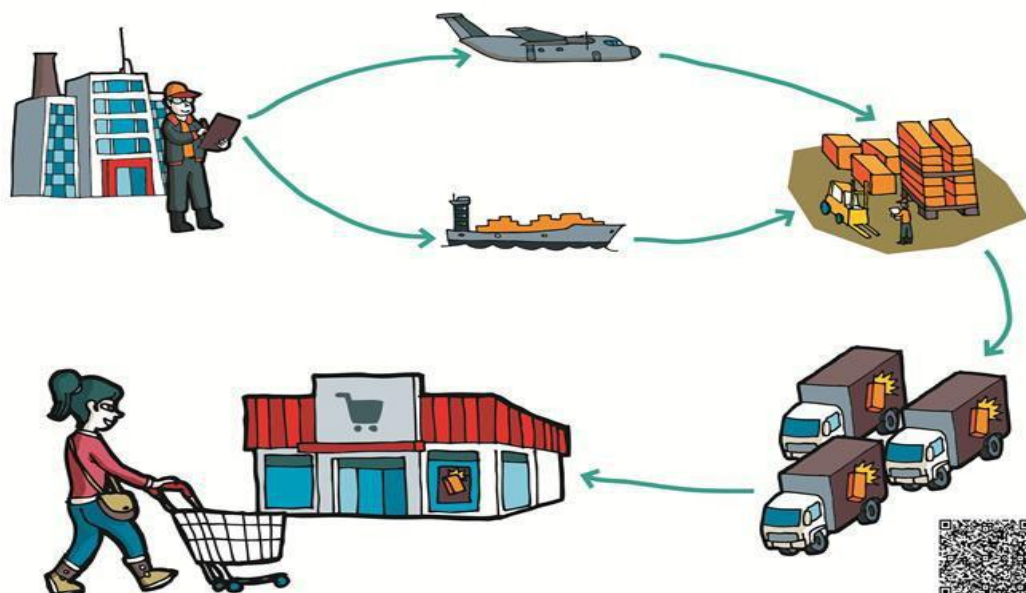
Marketing Plan

Market Segmentation and targeting

A&A Travel and Tours Sdn Bhd will address both business customers (B2B) and individual customers (B2C) that are mainly located in Kajang Selangor, Malaysia. The approach to reach the customers in the respective market will be different.

i Business customers (B2B):

In addition to the geographical segmentation the business market will be segmented by behavioural criteria. Firstly, companies that serve food to customers such as restaurants, cafes and canteens will be addressed. Secondly, companies in the government sectors such as militaries, hospitals and schools. Lastly, companies that serve catering will be addressed. All of the business customers will be approached in a face-to-face selling environment.



Individual Customers (B2C)

In addition to the geographical segmentation the individual customers will be segmented through a combination of demographic and behavioural criteria's. Traditional demographics such as household needs will be looked into; in addition the type of food the consumer prefers is important. The ideal customer would be a family in working class communities and tend to consume take-away food. However, all consumers that prefer to dine at home would be interesting to address due to the inconvenience of preparing meals on a regular basis, Azizah's paste will be hassle-free. The individual customers will be reached through the advertisement, e-commerce store and through telephone-marketing.



A&A Travel and Tours Sdn Bhd will utilise a variety of advertising media in order to communicate with our target market. We will use a mix of paid advertising and low or no cost advertising to create a widespread awareness of the business and to differentiate our products from any competitors. Additionally, we intend to make full use of a number of guerilla marketing techniques to improve the effectiveness of our marketing program.

A&A Travel and Tours Sdn Bhd intends on various methods of advertising and promotion by utilising social media, radio, print, brochures and such like. We will also distribute business card, flyers and depends on word of mouth. Finally, we will attend trade shows, exhibitions and other events that could be used for promotion.

Customer Target;

-  Local Retailers
- International retailers
- Local F&B Companies
- International F&B Companies
- Airlines
- Military and Navy

SUMMARY & CONTACT INFORMATION

Company Name	: A&A TRAVEL & TOURS SDN BHD
Business Type	: Private Limited Company
Registration No.	: 49847-T
Incorporation Date	: 14 August 1979
Addresses	: No 8-1, Jalan Kajang Perdana 3/1, Taman Kajang Perdana, 43000 Kajang, Selangor, Malaysia
Tel/Fax No.	: +603 – 8741 8571 / +603 – 8741 8570 (24 hours line – +6019 -617 8046)
Email	: admin@aatravel.tours / aatraveltourssdnbhd@gmail.com
Website	: www.aatravel.tours
Facebook	: www.fb.com/aaatraveltourssdnbhd
Instagram	: @aaatraveltourssdnbhd

