BLEND GUSTO

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DIPLOMA IN BUSINESS STUDIES

COMMERCE DEPARTMENT

SESSION : 1 2024/2025

DECLARATION OF ORIGINALITY

TITLE: BLEND GUSTO

SESSION: 1 2024/2025

1. We,
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   2. **NUR IZZAH ATHIRAH BINTI MOHD HAMIDI (08DPM22F1061)**
   3. **MUHAMMAD ARIF SYAKIR BIN SABARUDDIN (08DPM22F1022)**
   4. **AHMAD FARHAN BIN RIDZWAN (08DPM22F1084)**

   are a final year student of Diploma in Business Studies, Commerce Department, Polytechnic Sultan Salahuddin Abdul Aziz Shah, which is located at Persiaran Usahawan, 40150 Shah Alam, Selangor.

2. We hereby declare that the formulation and development of this healthy seasoning powder is an original creation, conceived and executed solely by me, without the inclusion of any uncredited external sources or unauthorized use of proprietary information.

3. To fulfil the requirements for the award of the Diploma in Business Studies, we consented to transfer ownership of the intellectual property “Healthy Seasoning Powder” to “Polytechnic Sultan Salahuddin Abdul Aziz Shah.

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In the presence of,

MISS SITI RAWAIDAH BINTI MOHD RAZIKIN

As the project Supervisor

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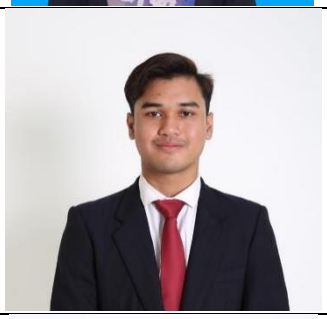
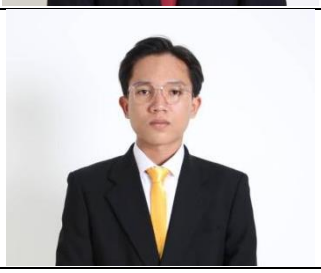
NAME : AHMAD FARHAN BIN RIDZWAN **MATRIX NUMBER : 08DPM22F1084** **PROGRAMME/CLASS:** DIPLOMA IN BUSINESS STUDIES/DPM5B **CONTACT NO :** 011-62264858 **E-MAIL** : farhanridzwan34@gmail.com	
NAME : MUHAMMAD ARIF SYAKIR BIN SABARUDDIN **MATRIX NUMBER :** 08DPM22F1022 **PROGRAMME/CLASS:** DIPLOMA IN BUSINESS STUDIES/DPM5B **CONTACT NO :** 011-31475652 **E-MAIL :** muhammadarifsyakir2@gmail.com	

LETTER OF AUTHORIZATION

We declare that the work in this final year project paper was carried out in accordance with the regulation of Polytechnic. It is original and is the result of our own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any diploma or qualification.

We, hereby acknowledge that we have been supplied with the Academic Rules and Regulations for Undergraduate, Polytechnic, regulating the conduct of my study and research.

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Thank you all for your dedication and invaluable assistance in making this project a reality.

ABSTRACT

The development of a healthy seasoning powder presents an innovative approach to enhancing both flavor and nutritional value in everyday meals. Crafted from high-quality, all-natural ingredients, it is free from artificial additives, preservatives, and excessive sodium, making it ideal for health-conscious consumers. Designed to meet the demand for healthier food options, this seasoning powder caters to various dietary needs, including low-sodium, gluten-free, and organic preferences. Its versatile, convenient use promotes healthier eating by providing a natural alternative to processed seasonings, and its eco-friendly packaging and responsibly sourced ingredients align with sustainability goals. Positioned strategically within the health food market, this product aspires to lead in the industry, contributing to consumer well-being and supporting the shift toward more nutritious eating habits.

ABSTRAK

Pembangunan serbuk perasa sihat ini merupakan pendekatan inovatif untuk meningkatkan rasa dan nilai pemakanan dalam hidangan harian. Dihasilkan daripada bahan semula jadi berkualiti tinggi tanpa bahan tambahan tiruan, pengawet, dan kandungan natrium yang berlebihan, produk ini sesuai untuk pengguna yang mementingkan kesihatan. Direka bagi memenuhi permintaan makanan yang lebih sihat, serbuk perasa ini menepati pelbagai keperluan diet, termasuk diet rendah natrium, bebas gluten, dan organik. Kegunaannya yang serba boleh dan mudah menyokong pemakanan sihat dengan menawarkan alternatif semula jadi kepada perasa yang diproses. Selain itu, pembungkusan mesra alam dan bahan-bahan yang diperoleh secara bertanggungjawab selari dengan matlamat kelestarian. Diposisikan secara strategik dalam pasaran makanan sihat, produk ini berhasrat untuk menjadi peneraju industri, menyumbang kepada kesejahteraan pengguna dan menyokong peralihan ke arah tabiat pemakanan yang lebih berkhasiat.

TABLE OF CONTENTS

CHAPTER 1 : INTRODUCTION

1.1 INTRODUCTION

The Healthy Seasoning Powder was introduced as a premium culinary blend, crafted to enhance meals with both exceptional taste and nutritional value. This seasoning powder combined a carefully balanced selection of natural herbs, spices, and nutrient-dense ingredients, chosen to elevate the flavor of various dishes while contributing essential vitamins and minerals.

Developed with health-conscious consumers in mind, the seasoning powder contained no artificial additives or excessive sodium, providing a pure and wholesome addition to the diet. Its versatility allowed it to be used in a wide range of applications, such as seasoning vegetables, proteins, and grains, making it a valuable addition to a balanced and flavorful diet. In essence, the Healthy Seasoning Powder embodied the ideal blend of health and taste, offering a transformative enhancement to everyday meals.

1.2 PRODUCT BACKGROUND

In recent years, consumer demand for healthier food options has risen significantly as people seek to improve their diet and overall well-being. One area where health-conscious consumers are increasingly focused is the reduction of artificial additives and excessive sodium in daily meals. Traditional seasoning products often contain monosodium glutamate (MSG), synthetic preservatives, and high levels of salt, all of which have been linked to various health concerns such as hypertension and potential metabolic issues. With this in mind, we have embarked on a mission to develop a healthy seasoning powder that addresses these concerns while supporting global sustainability goals.

Our product is designed not only to provide a natural, flavorful alternative to conventional seasonings but also to contribute positively to both human health and the environment. We aim to strike a balance between nutritional value, environmental responsibility, and consumer satisfaction.

Our primary focus is on promoting good health and well-being, aligning with the Sustainable Development Goal 3 (SDG 3). By formulating our seasoning with organic herbs and spices rich in antioxidants, essential vitamins, and minerals, we ensure that consumers receive a boost of nutrients with every use. This natural, MSG-free alternative is carefully developed to maintain the savory flavors that people enjoy, without the adverse health effects of excess sodium or synthetic additives. We are committed to helping people reduce their intake of processed ingredients while maintaining the delicious flavor profiles they are accustomed to in their daily cooking.

By offering a healthier seasoning option, we aim to reduce the risks associated with high sodium consumption and chemical preservatives, thus contributing to improved dietary habits and better long-term health outcomes for individuals and families. Our goal is to help people make small but meaningful changes to their diets that can lead to significant benefits over time, including reducing the risk of chronic diseases such as hypertension and cardiovascular issues.

In addition to prioritizing human health, our project is deeply committed to environmental sustainability, aligning with SDG 12: Responsible Consumption and Production and SDG 15: Life on Land. We recognize the importance of adopting sustainable agricultural practices that not only provide high-quality, organic ingredients but also protect the ecosystems in which they are grown.

Furthermore, we are committed to promoting fair trade and ethical practices in our supply chain. This means working with small-scale farmers and communities who prioritize ecological balance and long-term sustainability. By doing so, we not only ensure the highest quality of ingredients but also contribute to the economic development of local communities, reinforcing our commitment to social responsibility.

Through this project, we aim to deliver a product that does more than just enhance the flavor of meals. In addittion, focusing on both health and sustainability, we strive to offer a solution that resonates with the growing number of consumers who care about the origins of their food and its impact on their health and the environment. This project is not just about creating a seasoning product; it’s about reshaping the way people think about food, nutrition, and sustainability.

1.3 PROBLEM STATEMENT

The rising demand for healthier food choices, consumers face a challenge in finding seasoning solutions that enhance flavor without compromising nutritional integrity. Monosodium glutamate (MSG) is a common flavor enhancer, but its artificial nature and potential for causing sensitivities or allergic reactions make it unsuitable for those seeking healthier options. This reliance on artificial additives is particularly problematic for people with dietary restrictions or health-conscious individuals aiming to prepare nutritious home-cooked meals. Many find it difficult to achieve rich, satisfying flavors without MSG or similar additives, often requiring substantial time, effort, and culinary expertise to cook meals that are both healthy and flavorful.

To address these concerns, we developed Blend Gusto a natural, healthier alternative to traditional seasoning powders and MSG. Blend Gusto is made from high-quality, all-natural ingredients, including a blend of herbs, spices, and umami-rich elements that enhance the flavor of dishes without compromising on health. It provides an easy and convenient way to season food while avoiding artificial additives and MSG

1.4 PROJECT OBJECTIVES

1.4.1 To implement the idea that can promote healthier meal options for consumers.

1.4.2 To develop meal solutions that enhance flavor while requiring minimal effort from the user.

1.4.3 To provide materials to help households prepare a nutritious meal.

1.5 PROJECT QUESTONS

1.5.1 How can we effectively market healthier meal options to appeal to different consumer demographics?

1.5.2 What cooking methods or pre-prepared ingredients could help consumers create flavorful meals with ease?

1.5.3 What methods can we use to ensure these resources are accessible to a wide range of households.

1.6 SCOPE OF THE PROJECT

This project aims to develop a healthy seasoning powder specifically designed for students, home cooks, and lecturers. As these groups often seek convenient yet nutritious cooking options, the seasoning powder will address their unique needs by offering a product that is low in sodium and free from artificial additives. The increasing awareness of health issues related to diet underscores the importance of providing a seasoning alternative that promotes better eating habits while still delivering excellent flavor. By utilizing natural ingredients, this project aims to contribute to healthier meal preparation and consumption.

In addition to addressing health concerns, the seasoning powder will simplify the flavor enhancement process. Many individuals, particularly those with limited culinary experience, may struggle to create well-balanced and flavorful dishes. This product will provide a straightforward solution by allowing users to easily elevate their meals with a single seasoning mix. The convenience of this all-in-one seasoning powder will appeal to busy students and home cooks, enabling them to prepare delicious meals without the hassle of managing multiple ingredients.

Furthermore, this project recognizes the pressures faced by home cooks and educators in the kitchen. By offering a quick and effective way to enhance the taste of various dishes, the seasoning powder will alleviate some of the challenges associated with meal preparation. Lecturers can use it as a teaching tool to demonstrate healthy cooking practices while inspiring students to adopt better dietary habits.

1.7 OPERATIONAL DEFINITION

A product created with natural ingredients, such as herbs and spices, free from artificialflavours,colours or persevatives is referred to as healthy seasoning powders. It should be low in fats, salts and free from coommon allergic such as dairy and gluten. This seasoning powder can be used in regular cooking withlout sacrificing health because it is designed to improved food flavour while promoting a healthy, balanced diet.

1.8 SUMMARY

The project aims to create a healthy seasoning powder made from natural ingredients like herbs and spices. It enhances the flavor of food without using harmful additives such as MSG or excessive salt, offering a healthier alternative to traditional seasonings. The goal is to provide a tasty, nutritious option that supports better eating habits.

CHAPTER 2 : LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is an essential component of product innovation, providing a critical analysis of existing knowledge on a particular subject. It involves a systematic examination of published works, including books, journal articles, and other scholarly sources, to identify trends, theories, and gaps in the current understanding of a topic. Moreover it is synthesizing and evaluating the product innovation, a literature review helps to establish the foundation for a new study, positioning it within the broader context of the field. This process not only highlights relevant studies but also allows researchers to build upon existing knowledge, refining their product innovation questions and methodologies.

2. 2 SWOT ANALYSIS

STRENGHTS	**WEAKNESS**
• Clear health advantages, such as improved nutritions. • Strong brand identity associated with health, quality and trustworthiness. • Natural ingredients that set the product apart from competitors.	• Higher costing because of the natural ingredients compared to MSG products. • Supply chain challenges, such as sourcing high-quality, organic, or specialty ingredients. • Limited market due to the product is mainly suitable for healthy and fitness consumers.
OPPORTUNITIES	**THREATS**
• Potential to introduce new alternative to create a dieting plan. • High potential of collaborating with health influencers or nutritionists. • High chances of searching for consumers in online retail or e-Commerce methods	• Intense competition with famous MSG brands, such as Ajinamoto, Knors, or Maggi Cukup Rasa. • Overcrowded market could lead to reduced margins and price wars. • Chances of consumers demand for cheaper prices because of tough economic times

2.3 PREVIOUS STUDIES / REVIEWS / INVESTIGATIONS

Based on our studies, we found that Sharma, S., Wang, H., Zhai, F., & Popkin, B. (2011) showed that the consumption of monosodium glutamate in relation to the incidence of overweight in Chinese adults, as indicated in the China Health and Nutrition Survey. This suggested that MSG consumption was associated with a higher incidence of overweight and obesity in Chinese adults, indicating that regular intake of MSG could have contributed to weight gain. These findings aligned with earlier studies, such as Olney's, which focused on obesity and neurotoxic effects in mice, highlighting ongoing concerns about MSG's potential impact on health.

Futhermore, concerns about neurotoxicity arose from animal studies, consuming high doses of MSG could cause nerve damage. Therefore, human studies have not confirmed similar risks at typical dietary levels, and regulatory bodies like the FDA and WHO consider MSG safe in moderate amounts. For instance according to Duan, J. Chen, (2018) mentioned that obesity and monosodium glutamate (MSG) a review of the evidence from laboratory animals and human studies in Food Science & Nutrition, 6(1), 97-105. research also explored links between MSG and metabolic issues such as obesity, but results that have been mixed and often inconclusive. Also allergic reactions to MSG are generally mild and occur in only a small number of individuals consuming large amounts.

In Malaysia, MSG was widely used to enhance the flavor of traditional and everyday dishes. It was a common ingredient in both home cooking and restaurants due to its effectiveness in improving taste.

2.4 DESIGN THINKING PROCESS

Design thinking was a problem-solving approach that focuses on understanding the needs of the end-user, fostering creativity, and refining solutions through prototyping and testing. Also, Plattner, Meinel and Leifer (2011) has mentioned that design thingking process had a roots that the methodologhy are used by professional designer but has envolved into a tool for tackling complex problem in business and society.

2.4.1 FLOW CHART DESIGN THINKING

2.4.2 EMPATHY

Based on Vanzo, B. (2024). Empathy. In T. Shackelford (Ed.), Encyclopedia of Religious Psychology and Behavior mentioned that empathy is the exploring its psychological and philosophical dimensions, including how empathy relates to compassion, and its importance in understanding others' emotional experiences. During this stage, we as a team design and set aside our own biases to gain a deeper understanding of real people such as home cooks, lecturer and consumer about their needs, often through direct interaction and observation.

2.4.3 DEFINE

Defining the problem is the second stage in the design thinking process. In this phase, we analyze the data that we collected during the empathy stage to craft a clear and concise problem statement. At this point we find that problem statements are crucial as they outline the challenges faced by the target audience and suggest potential solutions as mentioned in Morris, M. & Poche, A. (2023).

2.4.4 IDEATE

Lee, H., & Lee, Y. (2023) showed that the ideate phase of the design thinking process focused on generating ideas for product creation. It represented a "going wide" approach, where a broad range of ideas and solutions were explored. In this stage, the team generated a few core ideas and identified materials needed for creating prototypes and developing innovative solutions for consumers and home cooks.

2.4.5 PROTOTYPE

Prototypes are early iterations of models, samples, or product launches made to test a concept or procedure, according to Chiechi, N. (2024). At this point, our teams use expertise from a variety of disciplines, such as software development, electronics, and design, to construct a product packaging prototype and select ingredients that would benefit customers. Furthermore, a crucial step that we frequently use prior to the final testing phase is prototyping. In order to satisfy our customers' needs, it is made for a particular target market.

2.4.6 TEST

Konrad (2024) claims that the full design thinking process revealed that the testing stage of the process enabled the product to offer a chance to see how customers utilised the product and solutions in actual situations. It was frequently iterative, which meant that the solution may be improved by repeating it. Before making additional investments, this stage assisted in determining whether the goods satisfied customer needs and successfully resolved issues.

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2.5 SUMMARY

In research done by Rothe, M., & Dunn, D. (2021), after implementing all of the steps, the project, which was a healthy seasoning powder, addressed the problem of unhealthy eating habits and the use of artificial additives in traditional seasonings. Rothe stated that by creating a natural seasoning option, it provided a solution to improve meal nutrition and promote healthier eating. The design thinking process helped develop the product step by step, from understanding consumer needs and experimenting with ingredients to refining flavors and designing attractive packaging

CHAPTER 3 : METHODOLOGY

3.1 INTRODUCTION

In this chapter, the methodology used for the design and development of the Healthy Seasoning Powder project is explained. This project uses both primary and secondary data. Primary data sources are through observation, structured interviews, experiments, and surveys. Meanwhile, secondary data is collected through previous studies and articles. Analysis was conducted using SPSS Version 27 (SPSS 27). A reliability test was conducted to assess the reliability of the survey instrument. This methodology outlines the steps taken from problem identification to solution generation, ensuring a comprehensive and user-centered approach to the project.

3.2 PROJECT DESIGN

It had been shown that adopting the design thinking process as a framework in product design and development was the most effective way to proceed with a project. Also, by used the questionnaire method through the google form that was provided and got approximately 30 respondents among the students of polytechnic sultan salahuddin abdul aziz shah, lecturers, psa citizens and also from some individuals. Then, collected their answers to found out their feedback about the blend gusto product and how to improved this product.

This healthy seasoning powder was created used natural ingredients and minimal salt for those who wanted to used seasoning in their cooking while maintaining a healthy lifestyle.

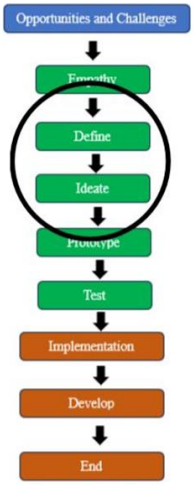

FIGURE 3.2: PROJECT FRAMEWORK

3.2.1 OPPORTUNITIES AND CHALLENGES

Even so, the opportunity offered in making this project to produce healthy seasoning powder allowed the team to try creating food products for those aiming to adopt a healthy lifestyle. This project created a chance to provide this product to individuals who enjoy using seasoning powder in their cooking but prefer a healthier option.

Next, the challenges faced in producing healthy seasoning powder included replacing salt and sugar without impacting the taste, finding effective natural preservatives, and ensuring the stability of taste and texture. These was due to the higher natural ingredient content, consumer acceptance of new flavors, as well as specific production technology requirements.

The product's strengths was its clear health advantages, such as improved nutrition, a strong brand identity associated with health, quality, and trustworthiness, along with natural ingredients that set it apart from competitors.

Furthermore, the opportunities identified in producing this product include the potential to introduce a new option for diet planning, a high potential for collaboration with health influencers or nutritionists, and a significant chance to reach consumers through online retail or e-commerce.

3.3 METHOD/PROCEDURE/PRODUCT TECHNIQUE

The design thinking process was applied to develop the products in this project. It required a significant amount of time to empathize, define, ideate, prototype, and test to ensured that the product development process adhered to all essential procedures. Additionally, this strategy supported the products' success by simplifying the creation of healthy seasoning powders, further ensuring that each stepped aligned with the objectives of promoting a healthier diet, used natural ingredients, and enhancing nutrition.

3.3.1 EMPATHY

Empathy involves engagement with students and lecturers of Sultan Salahuddin Abdul Aziz Shah Polytechnic. We conducted interviews, surveys and observational studies to find out what they thought about healthy seasoning powders. We analyze the collected data to identify their opinions about our products.

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FIGURE 3.4.1: EMPATHY

3.3.2 DEFINE

On the define step, all the results of the interviews we conducted from students and lecturers of Sultan Salahuddin Abdul Aziz Shah Polytechnic were collected. As a result, many find it difficult to achieve rich, satisfying flavors without MSG or similar additives, often requiring substantial time, effort, and culinary expertise to cook meals that are both healthy and flavorful

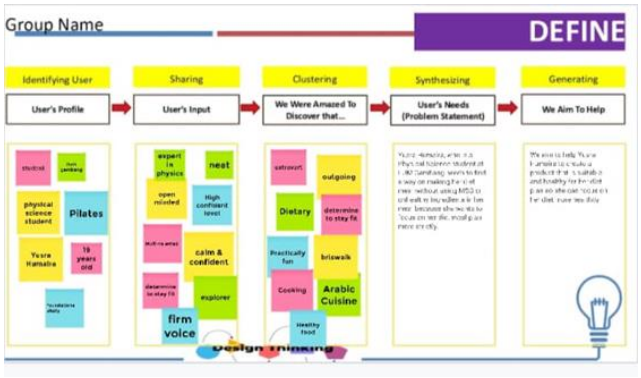
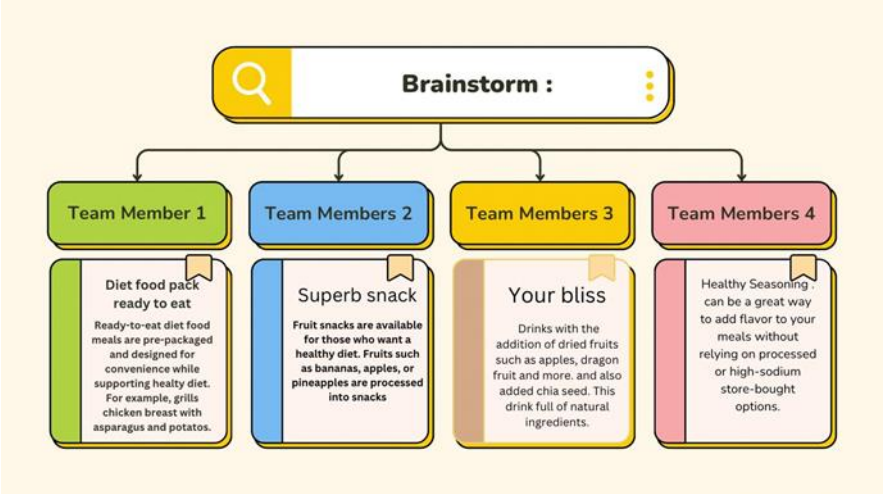


FIGURE 3.4.2: DEFINE

3.3.3 IDEATE

After clearly identifying the problem, brainstorming was used to explore solutions. To ensured this product's success for those seeking healthy seasoning powders for cooking, various possibilities was examined. Several concepts was developed to created prototypes tailored for users.



3.4.3: IDEATE

3.3.4: PROTOTYPE

After finalizing the ideas, the team worked on developing a prototype to bring the concept to life. To enhance its appeal, transparent zip-lock packaging was used, along with custom stickers applied to the packaging.

FIGURE 3.4.4.1: PACKAGING FRONT AND BACK

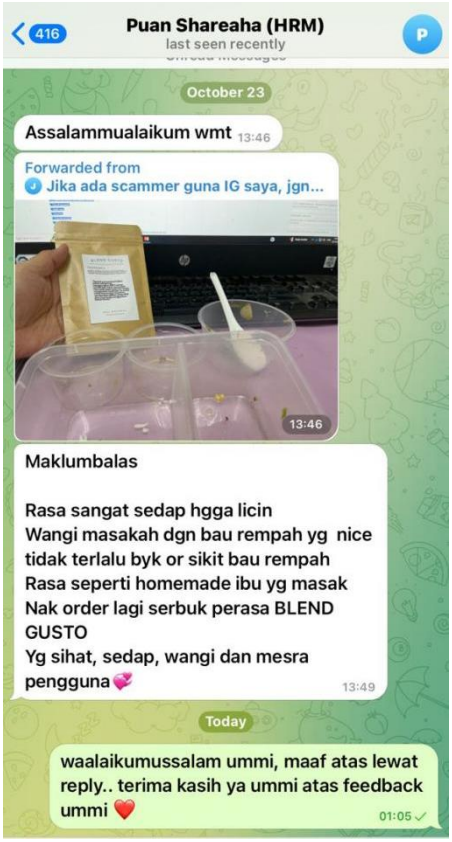
FIGURE 3.4.4.2: LOGO

FIGURE 3.4.4.3: INGREDIENTS

FIGURE 3.4.4.4: POWDER

3.3.5 TESTING

After successfully preparing the healthy seasoning powder, a nutritious soup dish was made for testing. This soup was then served to several lecturers and individuals as testers to evaluate the taste and quality of the seasoning powder.



3.3.6 MATERIALS AND EQUIPMENT

3.3.6.1 VEGETABLES

Among the ingredients used in making this product are nutrient-rich vegetables. Vegetables high in vitamins, minerals, and fiber—essential for the body—were specifically chosen.

3.3.6.2 CHICKEN BREAST

Chicken breast is also used in this healthy seasoning powder, as it contains vitamin B6 and niacin, which support metabolism and nervous system health.

3.3.6.3 OVEN

An oven is used to ensure the ingredients are thoroughly dried before being blended into a powder. The high temperature of the oven during processing also helps eliminate many types of bacteria, provided the food is cooked at the correct temperature and for a sufficient duration. This step helps extend the shelf life of the product.

3.3.6.4 STEAMER

A steamer is then used to steam the ingredients before turning them into a powder. This steaming process helps retain more nutrients in the final product.

3.3.6.5 THERMOMIX

A Thermomix is also used to blend the ingredients until a fine powder is achieved. This high-tech innovation was chosen for its versatility, enabling efficient recipe development.

3.3.7 METHOD OF ANALYSIS DATA

The actual data for this studied was collected from psa students, lecturers, PSA personnel and also some individuals. Data was collected used a questionnaire technique given to respondent. The questionnaire was made in the form of a google form. The number of respondents at the leveled was 30 people. With that, we produced products and achieve objectives based on that data

The Test Stage is important for:

3.3.7.1 Identify the possibility to replace the current seasoning with this healthy seasoning powder.

3.3.7.2 Identify the possibility of recommending this healthy seasoning powder to others.

3.3.7.3 Find out how well this seasoning powder meets their expectations for a healthier option.

3.3.7.4 Common themes in the feedback grid include: What worked, what could be changed, New ideas and questions.

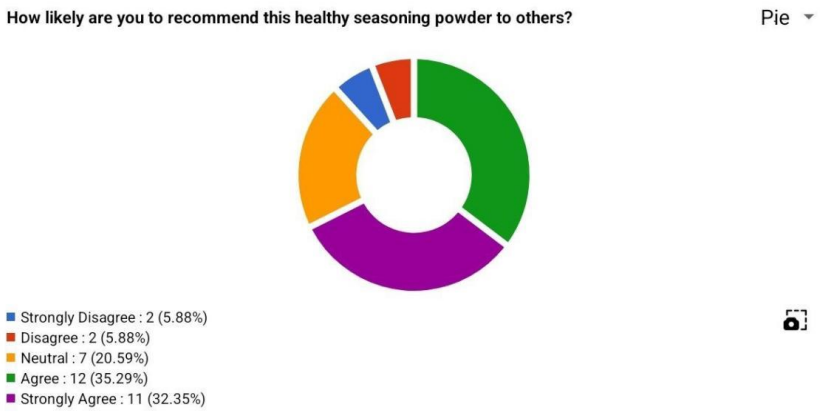
3.4 SURVEY

This survey is considered a descriptive study based on data collection methods. Descriptive statistics, including mean, standard deviation and frequency distribution, were used to summarize the respondents' demographic profile (age, gender, occupation) and their level of product awareness and attitude towards the new product. These statistics help to understand the general characteristics of the sample population.

An initial survey where data was collected from a google form survey that was distributed to gather feedback from users based on identified issues.

3.5 METHOD OF DATA COLLECTION

The primary data collection tool for the survey in this project is a questionnaire, which was distributed via Google Forms. This questionnaire contains questions on recommending healthy seasoning powders to others, using a five-point Likert scale. The data was analyzed to obtain the descriptive analysis and then interpreting the results by using this rule of thumb: Strongly Disagree (5.88%), Disagree (5.88%), Neutral (20.59%), Agree (35.29%), Strongly Agree (32.35%).



3.6 SUMMARY

The design thinking process method had been used to made a healthy seasoning powder products, which had been more accurate in achieving our product targets. To produced this product, implementation and through researched was required. Because the sample from customers could influence the development of this seasoning powder, it was in high demanded it was produced.

CHAPTER 4 : FINDINGS AND DISCUSSION

4.1 INTRODUCTION

This chapter will discuss the analysis of data that has been carried out for this project. The layout of this chapter is divided into several subtopics that illustrates on the method of analysis for this project. This section will explain the details results from the testing and survey that has been conducted

4.2 RESEARCH/TESTING FINDINGS

Data analysis were performed and surveyed using Google Form and were shared to respondents. Statistical methods of mean score evaluation and standard deviation are used to measure the level of knowledge on the nine pillars of 4IR in education. The percentage analysis of the demographic information of the respondents is presented in Figure 4.4, Figure 4.5, Figure 4.6, and Figure 4.7 in the findings section. Additionally, the mean score analysis for the level of knowledge regarding the survey questionnaire is shown in Table 4.2 in the findings section as well. The interpretation of the mean score value refers to Landell (1977), as shown in Table 4.1 below:

4.2.1 TESTING

The prototype/sample testing for Blend Gusto was based on customer needs preferences, product concept evaluation, brand perception and competition, and thoughts about the product. The primary goal was to gather user feedback and identify potential improvements before moving into the final implementation phase. Users feedback were categorized using feedback grid as shown below:

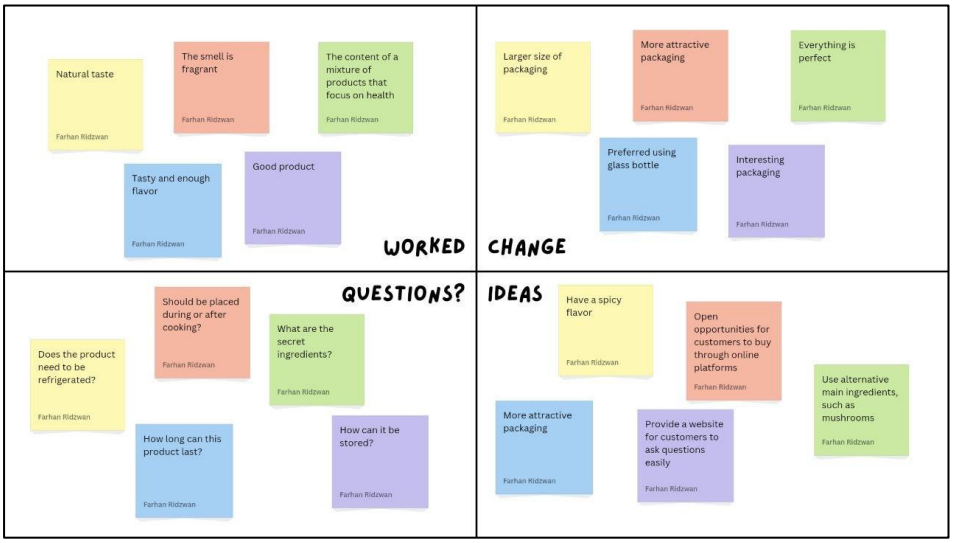


Figure 4.0 Feedback Grid

Category	Feedback/Suggestions
What worked well?	Having a good natural taste.
	The smell/aroma is fragrant because of the herbs in the seasoning powder.
	Tasty and enough flavoring.
	Good idea of product.
	The content of a mixture of products that focuses on health.
What could be improved?	Larger size and more attractive packaging.
	Preferred using glass bottle.
Questions	Does the product need to be refrigerated?
	Should be placed during or after cooking?
	How long can this product last?
	What are the secret ingredients of the seasoning powder?
	How can it be stored?
New ideas	Have variety of flavoring in the powder.
	Open opportunities for customers to buy through online platforms.
	Provide a website for customers to ask questions easily.
	Use alternative main ingredients, such as mushrooms.

Table 4.1 Testing question

SAMPLE TESTING PHASE

The prototype/sample testing phase was successful in uncovering insights into the user experience. Overall, users found the sample was satisfying and delicious, but identified specific details require to be improvise. Based on the above Feedback Grid, participants provided valuable feedback on the sample, highlighting both positive perspective and areas for improvement. Common themes in the Feedback Grid include: What worked well, What could

be improved, New ideas and Questions. It was identified that user satisfied with Blend Gusto sample because of the healthiness and flavoring, reducing time during cook. However, the seasoning powder sometimes tastes a bit salty due to over-measure of pinch while cooking. There are room of improvements on Blend Gusto by having variety of flavoring in the powder, open opportunities for customers to buy through online platforms, providing a website for customers to ask questions easily, and using alternative main ingredients, such as mushrooms and other suitable ingredients that can be included in the seasoning powder.

4.2.2 THE DESIGN OF BLEND GUSTO

Figure 4.1 shows the front of the Blend Gusto packaging. The back of Blend Gusto packaging is shown in Figure 4.2.

Figure 4.1 The front of Blend Gusto packaging

(a) The back of the package

(b) The ingredients shown at the back of the package

Figure 4.2 The back of Blend Gusto packaging

Figure 4.3 shows the process of making the Blend Gusto seasoning powder which will be shown at Figure 4.3 (a), (b), (c), (d), (e) and (f).

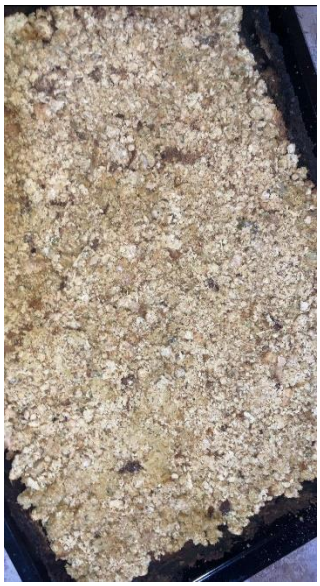
(a) Prepare ingredients

(b) Blend the chicken Breast

(c) Blend the vegetables

(d) Mix the chicken and vegetables together

(e) Bake at 150 degrees for 45 minutes



(f) Blend again for smoother texture

Figure 4.3 The process of making the Blend Gusto seasoning powder

4.2.3 SURVEY ANALYSIS

A survey is handed out before the idea of Blend Gusto to collect data from the Google Form towards the Monosodium Glutamate (MSG). The only method of survey that has been conducted is public response. The result from the survey will be explained in the next section.

4.2.3.1 PUBLIC RESPONSE TOWARD MONOSODIUM GLUTAMATE

A total of 34 respondents have conducted this study following different sections. This study divided into two parts: Part I is the information of the respondents, and Part II is the content and respondent's perspective of MSG with the suggestion of healthy seasoning powder. The Landell Method was used to grade the mean score to five main criteria, as in Table 4.1. In this study, the researcher selected the Landell Method, due to mean score range value for the best

level (Strongly Agree), is high at 4.21 – 5.00. This high mean score value gives reliable analysis results because the range for the score is high.

	Value	Range
Strongly Disagree	1	1.00-1.80
Disagree	2	1.81-2.60
Neither/Nor Agree	3	2.61-3.40
Agree	4	3.41-4.20
Strongly Agree	5	4.21-5.00

Table 4.2 Landell Method

PROFILE OF RESPONDENTS

Data for age range, gender, occupation and monthly wages for respondents are presented in pie charts as shown in Figure 4.4, Figure 4.5, Figure 4.6, and Figure 4.7. Table 4.4 shows the mean score for Part II content and respondent's perspective of MSG with the suggestion of healthy seasoning powder.

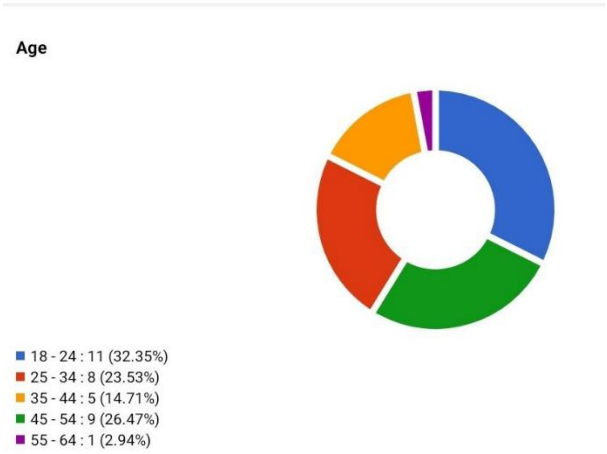
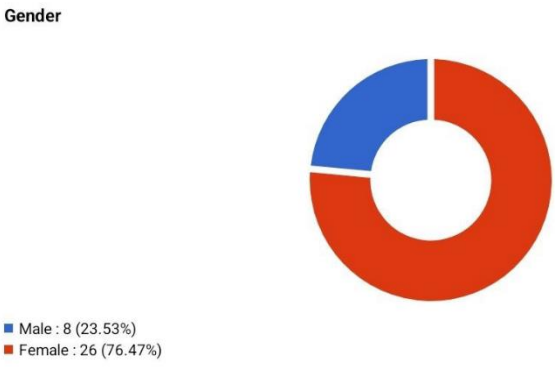


Figure 4.4 Age of Respondent



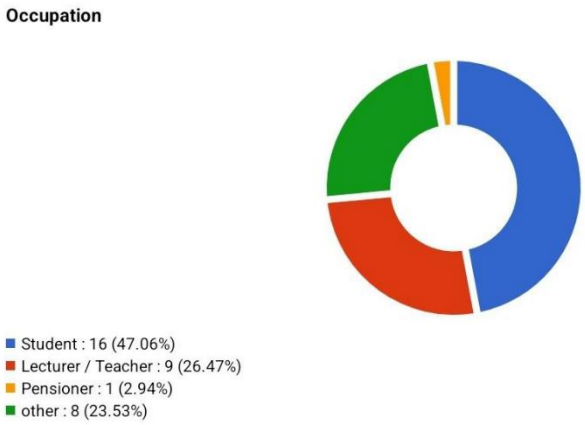


Figure 4.6 Occupation of Respondents

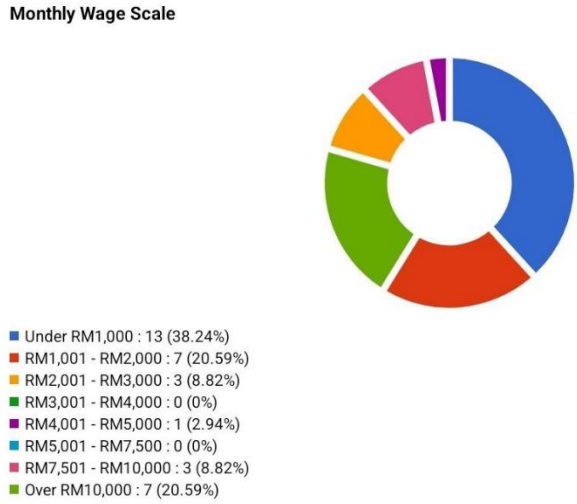


Figure 4.7 Monthly Wage of Respondents

Information	Respondent's Demographic	Frequency	Percentage (%)
Age	18 – 24	11	32.35
	25 – 34	8	23.53
	35 – 44	5	14.71
	45 – 54	9	26.47
	55 – 64	1	2.94
Gender	Male	8	23.53
	Female	26	76.47
Occupation	Student	16	47.06
	Lecturer / Teacher	9	26.47
	Pensioner	1	2.94
	Others	8	23.53
Monthly Wage Scale	Under RM 1,000	13	38.24
	RM1,001 – RM2,000	7	20.59
	RM2,001 – RM3,000	3	8.82
	RM4,001 – RM5,000	1	2.94
	RM7,501 – RM10,000	3	8.82
	Over RM10,000	7	20.59

Note: Total eligible respondent's are 34.

Referring to the pie charts and Table 4.3, 32.35% were between 18 and 24 years old, 23.53% were between 25 and 34 years old, 14.71% were between 35 and 44 years old, 26.47% were between 45 and 54 years old, and 2.94% were between 55 and 64 years. Then, 76.47% were Female, while 23.53% were Male. The majority of the respondents were Students at 47.06% while 26.47% were Lecturers or Teachers, 2.94% were Pensioner, and 23.53% were others. Lastly, the majority for montly wage or income were under RM1,000 which was at 38.24%, while between RM1,001 to RM2,000 and over RM10,000 were tied with 20.59%, 8.82% were at between RM2,001 to RM3,000, 2.94% were at between RM4,001 to RM5,000, and 8.82% were at between RM7,501 to RM10,000.

CONTENT AND RESPONDENT'S PERSPECTIVE ON MSG WITH THE SUGGESTION OF HEALTHY SEASONING POWDER

Table 4.4 represents the content and respondent's perspective on MSG with the suggestion of healthy seasoning powder. The survey was conducted by using online surve

Content	**Mean**	**Interpretation**
How much do you know about the health effects of using MSG in food?	**3.73**	Agree
Do you know the ingredients contained in MSG?	**3.36**	Neutral
Overall Average Mean:	**3.55**	**Agree**

Table 4.4 Public Perception of the Perspective on MSG

4.3 DISCUSSION

This project was designed with three main objectives, The first objective is to implement the idea that can promote healthier meal option for consumers. The second is to develop meal solutions that enhance flavor while requiring minimal effort from the user. The third and final is to provide materials to help households prepare a nutritious meal.

Revisiting the project objectives, this project was undertaken to seek answers of several project

questions. The first objectives of this project was achieved by answering project question one.

a) How to implement and develop a seasoning powder that can promote healthier meal options and enhancing the flavor while requiring minimal effort for consumers?

   By referring to section 4.2.2, the **implementation and development** of the seasoning powder has been developed and it can improve the **promotion of healthier meal options and enhancing the flavor while requiring minimal effort** for consumers in several ways:

   Improved promotions and flavor enhancing:

- **Nutrient-Rich Ingredients:** Formulated with herbs, spices, and natural flavor enhancers, the seasoning powder can add essential nutrients without extra calories or additives.
- **Reduced Sodium**: By using natural flavor profiles, the seasoning powder can provide a savory taste while lowering overall sodium content compared to traditional seasonings.
- **Convenience**: Ready-to-use packets simplify meal preparation, allowing consumers to quickly season dishes without the need for measuring or extensive ingredient lists.
- **Flavor Enhancement**: By combining complementary flavors, the seasoning powder can elevate the taste of simple dishes, encouraging the consumption of healthier options like steamed vegetables or whole grains.
- **Health Claims**: The product can be marketed with health benefits, such as promoting digestion or providing antioxidants, appealing to health-conscious consumers.

Responding to second project question. What is the public perception of MSG in relation to health effects, and how can the introduction of a healthy seasoning powder enhance awareness and acceptance of alternative flavoring options?

Based on Table 4.3, the respondents has a general understanding of the health effects of MSG but lacks clarity about its specific ingredients. This cautious attitude presents an opportunity

for introducing a healthy seasoning powder as a trustworthy alternative. The following points highlight the interpretations of the mean scores and overall responses:

1. **Knowledge about health effects of using MSG in food (Mean: 3.73)**
   This score suggests that respondents generally agree they have a solid understanding of the health implications associated with MSG. The relatively high score indicates awareness of both positive and negative perceptions surrounding MSG, reflecting a level of education or exposure to information about its effects on health.

2. **Ingredients contained in MSG (Mean: 3.36)**
   The neutral score for this question indicates that respondents are somewhat uncertain about the specific ingredients found in MSG. While they may have heard about MSG and its effects, this lack of clarity points to a gap in knowledge that could be addressed through educational efforts. It suggests that consumers may not be fully informed about what MSG actually contains, which could influence their purchasing and consumption choices.

The overall average mean of 3.55 reflects a balanced view where respondents tend to agree with the statements about MSG but also reveal some uncertainties. This score indicates a general openness to discussing MSG and its health effects while highlighting the need for more comprehensive information regarding its ingredients. It suggests that while there is a foundation of awareness, there is also an opportunity for further education to enhance understanding and acceptance.

There are several advantages of the healthy seasoning powder which include: -

i. Enhanced Flavor
ii. Nutritional Benefits
iii. Reduced Sodium
iv. Convenience
v. Adaptability

vi. Dietary Inclusivity

vii. Encouragement of Home Cooking

4.4 SUMMARY

The survey results indicate that the healthy seasoning powder of Blend Gusto is perceived as an effective alternative for meals. Respondents appreciate the implementation of idea that can promote a more healthier meal options, meal solution development that can enhance the flavor while requiring minimal effort during cooks and the contribution to help households prepare nutritious meals. The overall satisfaction level was reinforced by the survey results. In conclusion, this innovative project proves that there are alternative ways to overcome the bad effects of Monosodium Glutamate from the meals. Continuous attention to user feedback and potential enhancements will help maintain this high level of satisfaction and may improvise the healthy seasoning powder to meet the consumers' needs.

CHAPTER 5 : CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

This chapter serves to conclude the development and analysis of Blend Gusto, a healthy seasoning powder designed to cater to health-conscious individuals and families. It provides a comprehensive summary of the project's outcomes, highlighting the achievements and addressing the challenges encountered during the process. The discussion reflects on the objectives set at the beginning of the project and evaluates the extent to which these objectives were successfully met.

In addition to summarizing the key findings, this chapter outlines practical recommendations for overcoming the limitations identified, enhancing the product's quality, and increasing its market appeal. These recommendations focus on areas such as improving packaging, expanding the product range, ensuring compliance with halal standards, and addressing cost efficiency. The insights presented in this chapter aim to guide future efforts in optimizing Blend Gusto, ensuring its sustainability, and positioning it as a competitive and trusted choice in the health food industry.

5.2 CONCLUSION

The development of Blend Gusto, a healthy seasoning powder, represents a significant step forward in promoting healthier eating habits among individuals and families. This innovative product is crafted to provide delicious flavors without compromising on health, addressing the growing demand for nutritious, natural, and low-sodium food alternatives. By combining wholesome ingredients and mindful processing methods, Blend Gusto ensures that health-conscious consumers can enhance their meals with confidence, enjoying a seasoning blend that complements their lifestyle goals.

Through the careful consideration of consumer needs, Blend Gusto not only meets dietary requirements but also prioritizes accessibility and convenience. Its versatile application makes

it suitable for a wide range of dishes, encouraging users to explore healthy cooking without sacrificing taste. The product's focus on quality and nutrition underscores a commitment to fostering wellness and sustainability, aligning with modern values in food consumption. By catering to the preferences of various demographic groups, Blend Gusto has the potential to become a household staple.

In conclusion, Blend Gusto exemplifies the potential of food innovation to impact lives positively by bridging the gap between taste and health. The project reflects the dedication to creating products that resonate with today's consumers, who are increasingly aware of the connection between diet and well-being. As Blend Gusto enters the market, it not only addresses the nutritional concerns of its target audience but also reinforces the importance of making informed and health-conscious choices in daily life.

5.3 RECOMMENDATION

To enhance the success of Blend Gusto as a healthy seasoning powder, several key recommendations can be implemented in the future

. Firstly, improving the packaging is essential to attract customers and maintain the product’s freshness. By using eco-friendly, resealable, and aesthetically appealing packaging, the product can stand out on shelves and align with the growing consumer preference for sustainable materials. Additionally, including clear nutritional information and usage suggestions on the packaging will increase consumer confidence and encourage repeat purchases.

Expanding the product line is another strategic move to broaden Blend Gusto’s appeal. Introducing variants with different flavor profiles, such as spicy, herby, or umami-rich options, will cater to diverse consumer tastes. Incorporating alternative protein sources, such as anchovy powder, chicken essence, or plant-based proteins, can also provide options for specific dietary needs, appealing to a wider audience including pescatarians and vegetarians. This diversification not only enhances product versatility but also ensures the seasoning remains relevant in a competitive market.

To further establish credibility and trust, obtaining certification from JAKIM for halal compliance is crucial. This certification ensures the product meets strict dietary and ethical standards, making it suitable for Muslim consumers. Compliance with such standards will also expand the product's reach into local and international markets where halal products are in high demand. These improvements, along with a commitment to quality and consumer satisfaction, will position Blend Gusto as a leader in the healthy seasoning market, appealing to a broad spectrum of health-conscious and culturally diverse customers.

5.4 LIMITATIONS OF THE PROJECT

The Blend Gusto healthy seasoning powder is a new product aimed at providing health-conscious individuals and families with a flavorful yet nutritious option for enhancing their meals. While this project successfully addresses the growing demand for healthier food choices, several limitations have been identified that may affect the performance and scalability of the product, including:

5.4.1 Limited availability of high-quality, natural ingredients suitable for health-focused seasoning production.

5.4.2 Challenges in maintaining affordable production costs while using premium and sustainable ingredients.

5.4.3 The need for significant consumer education on the benefits of choosing healthier seasoning alternatives over traditional options.

The first limitation is the sourcing of raw materials. Finding high-quality, natural, and minimally processed ingredients that align with the product's health objectives was challenging. Particular attention was given to reducing sodium content while preserving flavor, which required extensive experimentation with alternative seasonings and natural flavor enhancers. Consistent availability of these specialized ingredients, particularly at a reasonable cost, remains a challenge and could potentially limit scalability in the future.

Production cost is another significant challenge. Healthier ingredients and sustainable packaging typically result in higher initial production expenses compared to conventional seasonings. In this

regard, balancing the affordability of the product for consumers with the quality standards required for health-conscious branding posed an ongoing dilemma. Developing cost-effective production methods and bulk procurement strategies will be critical to ensuring Blend Gusto remains both premium and accessible.

Finally, market acceptance presents a hurdle. Most consumers are accustomed to traditional seasoning products that are often cheaper, highly processed, and loaded with artificial flavors. Educating the target market about the long-term benefits of switching to healthier alternatives, such as Blend Gusto, requires substantial effort. This includes creating awareness campaigns to highlight the product's nutritional benefits, versatility, and potential for promoting a healthier lifestyle.

In conclusion, while Blend Gusto addresses key health trends and offers a significant step towards cleaner eating habits, these limitations highlight areas for improvement. With further research and development, collaborative efforts in sourcing, and strategic educational campaigns, these challenges can be mitigated. The product holds strong potential to redefine how consumers approach seasonings, making their meals healthier without compromising on taste.

5.5 SUMMARY

In summary, the Blend Gusto healthy seasoning powder project aims to bridge the gap between flavor and health by providing a nutritious alternative to traditional seasonings. The product development process focused on creating a blend that meets the needs of health-conscious individuals and families by prioritizing natural ingredients, reducing sodium content, and ensuring ease of use. While the project has successfully aligned with these goals, certain limitations, including challenges in ingredient sourcing, production costs, and consumer awareness, have been identified.

These limitations underscore the need for further efforts in refining the product's formulation, optimizing production methods, and educating the market about the benefits of healthy seasonings. Addressing these challenges will be essential to expanding the product's reach, ensuring affordability, and solidifying its position in the competitive health food market.

Overall, Blend Gusto represents a meaningful contribution to healthier eating habits and reflects the importance of innovation in creating food products that align with modern lifestyle preferences. By overcoming the identified limitations and implementing strategic improvements, the product has the potential to become a trusted and impactful choice for consumers seeking to prioritize health without sacrificing flavor.

GANTT CHART

BLEND GUSTO

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
Project briefing														
Create a group														
Determine supervisor														
Project title selection														
Consultation with supervisor														
Literature review														
Preparation for proposal and slide														
Submission of draf proposal report														
Testing and survey														
Final project presentation														
Submission final report														

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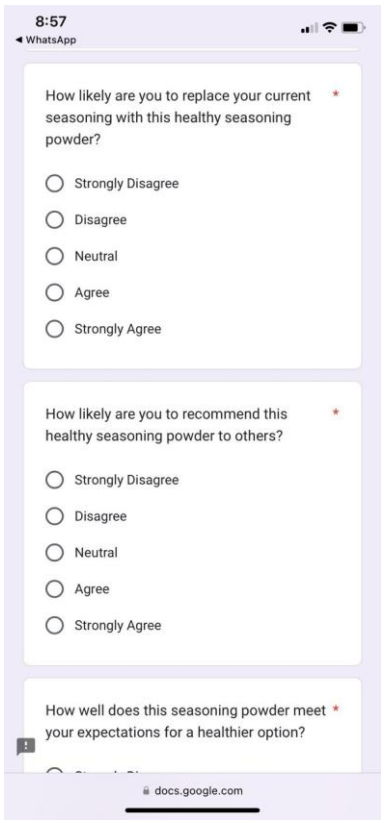
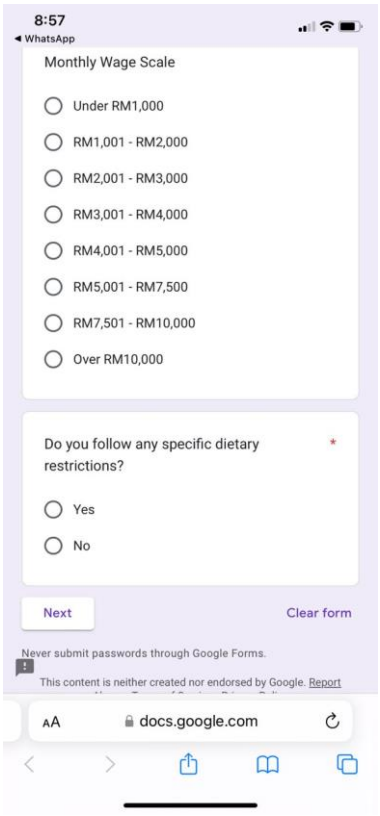
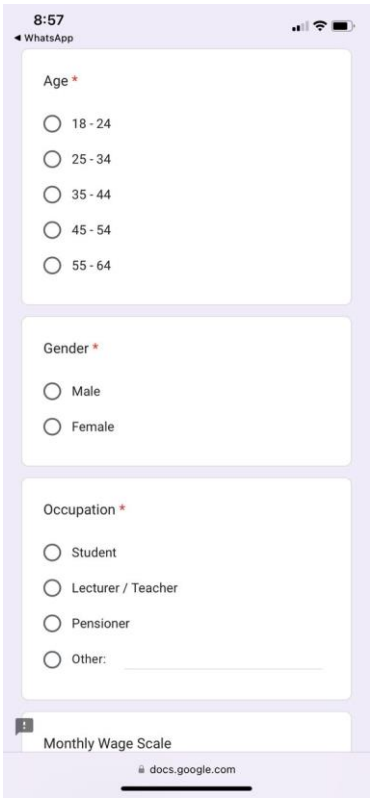
APPENDIX


8:57
WhatsApp
How likely are you to replace your current seasoning with this healthy seasoning powder? *
Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree
How likely are you to recommend this healthy seasoning powder to others? *
Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree
How well does this seasoning powder meet your expectations for a healthier option? *
docs.google.com


8:57
WhatsApp
Monthly Wage Scale
Under RM1,000
RM1,001 - RM2,000
RM2,001 - RM3,000
RM3,001 - RM4,000
RM4,001 - RM5,000
RM5,001 - RM7,500
RM7,501 - RM10,000
Over RM10,000
Do you follow any specific dietary restrictions? *
Yes
No
Next
Clear form
Never submit passwords through Google Forms.
This content is neither created nor endorsed by Google. Report
AA
docs.google.com


8:57
WhatsApp
Age *
18 - 24
25 - 34
35 - 44
45 - 54
55 - 64
Gender *
Male
Female
Occupation *
Student
Lecturer / Teacher
Pensioner
Other:
Monthly Wage Scale
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