

EXECUTIVE SUMMARY

The nature of our business entities is based on partnership that have five partners involved in this business.

The plan is prepared to obtain a location for the initial of this concept. Additional financing will need to be secured for our outlets. The financing in addition to the capital contribution from the shareholders will allow STARSAVORY to successfully open and expand through year three.

The initials capital investment will allow our company to provide our customer with value drive, entertaining experience through the creativity.

1.0 INTRODUCTION

StarSavory is form by 5 members which fall under the categories of partnership business. It is a business that compromises mainly on distributing and producing Food & Beverages in Malaysia. Unlike any other Food & Beverages company, **StarSavory** focus on to bring and introduce a new and unique taste in Malaysia that has never been produced before which in this case a burger.

What make our burger different from others? Well our Burger are ranging from variety recipes and include different type of flavour that has its own uniqueness and taste that will capture the attention of those that wish to seek it.

Not satisfied enough? Depending on the set that you choose, each burger will be combined with a dessert which is an ice-cream that ranging from different flavor and toppings that you can choose from.

Feeling thirsty also? Then how about we introduce to you our very own non-alcoholic beverages which is a coconut drink that will surely get rid of you thirst with its sweetness and freshness!

Feeling tired and lazy to get up and went to store to get your food? Not anymore! Our company will take the food right next to you by our specialized vehicle to distribute our product.

1.1 BUSINESS PLAN PURPOSE

VISION AND MISSION

VISION

StarSavory will become one of the most successful Food & Beverages in Malaysia by providing the best and high quality of product and service to customer expanding the market area not only Nationally and but also Internationally

MISSION

- i. **StarSavory** will provide a unique taste that has not yet been introduced in Malaysia
- ii. **StarSavory** will provide a high quality of Food and Service that will met with customer expectation and at the same time achieve their satisfaction and need.
- iii. **StarSavory** will achieve a high profit by minimizing the cost of production.

PURPOSE OF BUSINESS PLAN

- i. To compete with other competitors in Malaysia and become one of the best Food and Beverages in Malaysia as a whole.
- ii. Achieving the highest target goal with a low cost of production.

BUSINESS GOAL

Become one of the most known and successful Food & Beverages Company not only in Malaysia but also the whole world.

1.2 BUSINESS LOGO AND DESCRIPTION



FIGURE 1. COMPANY LOGO

Based on the figure above, the name **StarSavory** that we bestowed upon our company serve different purpose and meaning. The term star refers to the dream and ambition to achieve the highest point in market and the same become a successful and shining Food & Beverages company in Malaysia.

On the other hand, the title **StarSavory** refer to the hunger and seeking for deviant taste that our company would like to portray to the customer and in order to satisfied those hunger, we would like to introduce our best and high quality own made burger to customer that will assist them to achieve what they craving for.

The round shape on the other hand refer to the cooperation between the employees in the company working together as a team in order to achieve company goals and target.

1.3 COMPANY BACKGROUND

COMPANY NAME	STAR SAVORY
ADDRESS	None
E-MAIL ADDRESS	StarSavory@Gmail.com
TELEPHONE NO	IN PROGRESS
FORM OF BUSINESS	PARTENRSHIP
MAIN ACTIVITY	PROVIDE AND PRODUCES FOOD & BEVERAGES
DATE OF COMMENCMENT	JANUARY 2017
DATE OF REGISTRATION	17 JANUARY 2017
INITIAL CAPITAL	PARTNERSHIP LOAN
NAME OF BANK	Bank Simpanan Nasional
BANK NO	

1.4 LOCATION AND PREMISES

Wondering where we will operate? The answer is quite simple. Well unlike any other Food & Beverages Company in Malaysia, we don't have any fix premises or certain location to distribute our product. Yup that's right! So how do people find us then? Well the it depends! Our company use a vehicle as a mean to distribute our product. Instead of stay in one place, we will move from time to time to certain places that we believe has the potential market that we targeted.



FIGURE 2. EXAMPLE OF VEHICLE.

Based on figure 2 above, our company will implement certain type of vehicle such as van or trucks in order to distribute our product. The location may be varied from residential area, populated area and focus center area.

1.5 PARTNERS BACKGROUND

GENERAL MANAGER

NAME	ZULFIZANEY BIN MOHD ZAINEY
IDENTITY CARD NO	970522-12-5925
ADDRESS	LOT T, TAMAN POH HING, JALAN BATU SAPI, SANDAKAN SABAH
TELEPHONE NUMBER	01131456719
DATE OF BIRTH	22-05-1997
AGE	20
MARITAL STATUS	SINGLE
ACADEMIC QUALIFICATION	DIPLOMA STUDENT
COURSE ATTENDED	DIPLOMA IN HOTEL AND TOURISM MANAGEMENT
PRESENT OCCUPATION	FULL-TIME STUDENT
EXPERIENCE	
SKILL	1). ABLE TO SPEAK MULTI LANGUAGE 2). ABLE TO COMMUNICATE PROPERLY 3). COMPUTER KNOWLEDGE
CURRENT JOB POSITION	GENERAL MANAGER