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UNIVERSITI
TEKNOLOGI
MARA

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BUSINESS OPPORTUNITY ASSIGNMENT : TENDERLICIOUS

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1.0 INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

i)	Name of business:	Tenderlicious
ii)	Business location:	Dataran Centrio Seremban 2
iii)	Industry profile:	Food
iv)	Nature of business:	Partnership
v)	Date of commencement:	1 October 2025

vi) Factors in selecting the proposed business

- a) Offering a specialized menu chicken tender with a variety of homemade sauce. Keep the menu simple but diverse enough to appeal to various tastes.
- b) The demand for chicken is high due to the current popularity and currently in Negeri Sembilan, we will be the first business of chicken tender.
- c) Our target market is open for everyone which easier to gain profit
- d) Strategic location in Dataran Centrio Seremban 2 because of high-traffic areas and surrounded by UiTM Seremban students will maximize visibility and customer engagement.

vii) Future prospects of the business

- a) We want to open another branch in the next 5 years to attract new customers and expand our business. Our future prospect is to open a new branch with a drive-thru system.
- b) We want to launch a delivery system in the next 3 months. Delivery system may get a warm welcome from customers who prefer to enjoy our chicken dinner from their homes.
- c) Establishing a strong brand identity through quality, consistency, and customer engagement can help build a loyal customer base. A business focused on chicken tenders can leverage community-driven marketing, food loyalty programs, and special promotions to cultivate repeat customers.

1.4 BUSINESS LOCATION

a) Price Premises

Since food trucks typically operate in outdoor or semi-permanent spaces, location costs should be minimal but must still reflect the expected foot traffic. Opt for locations where the rent or permit fees are reasonable compared to the potential customer volume.

b) Distance from raw material

A location close to suppliers minimizes transportation costs and ensures freshness. However, a balance is necessary if customer-rich areas are farther away.

c) Availability of manpower

Locations with access to a readily available labor pool are beneficial. Urban areas or regions with student populations might offer flexible and affordable hiring options for food truck staff.

d) Transportation Facilities

Efficient road networks and accessibility are crucial. Ensure the truck can easily transport supplies and relocate if needed. Ample parking for both the food truck and customers is a bonus.

e) Distance from customers

Prioritize high-traffic areas such as business districts, school or college campuses, parks, markets, or event venues. Proximity to a consistent customer base significantly impacts sales.

f) Basic amenities (electrical, water, internet, and telephone facilities)

Access to electricity, water, internet, and telephone services is critical for food preparation, hygiene, and operating point-of-sale systems. Locations with these amenities make operations smoother.