



**FACULTY OF ACCOUNTANCY  
DIPLOMA IN ACCOUNTANCY (AC110)  
AC110 5D**

**FUNDAMENTALS OF ENTREPRENUERSHIP  
ENT 300**

**EATRRIGHT KUANTAN  
HEALTHY MEAL DELIVERY & SUBSCRIPTION SERVICE**

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## LETTER OF SUBMISSION

Diploma in Accountancy (AC110)  
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12<sup>th</sup> JANUARY 2021

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Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**EATRIGTH KUANTAN – HEALTHY MEAL DELIVERY & SUBSCRIPTION SERVICE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

*HUSNA BALQIS*

.....  
Nur Husna Balqis binti Mohd Mokhtar  
General Manager

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim...

First of all, thanks to Allah the Almighty for giving us the opportunity to complete this business plan for ENT300.

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## **EXECUTIVE SUMMARY**

Eatright Kitchen is the sole healthy food restaurant operated in Kuantan, Pahang. From our observation, the demand for healthy food in Kuantan escalated day by day. With the mission to make healthy eating accessible and affordable to everyone, Eatright Kitchen provides healthy meals that are nutritionally balanced, calorie-controlled and high in protein designated to build muscle, aid fat loss and help customers to achieve their fitness goals.

Eatright Kitchen aims to solve the dilemma faced by customers such as the pricey delivery charge to a certain area that causes customers thinking twice to pay it. Other than that, for working people, they do not have time to prepare healthy food due to lack of time which led them opting for fast food as their meal for lunch or dinner.

Eatright Kitchen is famous for the freshness of its ingredients. Besides, the price is affordable and reasonable for all level of income. For those customers with an allergy towards specific food such as peanuts or crustaceans, they can customize their meal that suits their health conditions.

Eatright Kitchen's target market is anyone who wants to start up their fitness goals, people lacking the experience to cook healthy food, office workers and regular gym users.