



اَوْنَبُوْ سَيِّتِيْ تَيَكُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**DIPLOMA IN OFFICE MANAGEMENT**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BA1184C**

**FOOD TRUCK**



**PREPARED FOR:**

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**DATE OF SUBMISSION:**

15<sup>TH</sup> JANUARY 2021

## LETTER OF SUBMISSION

Diploma in Office Management (BA118)  
Faculty of Business Management  
University Teknologi MARA Campus Jengka  
26400 Jengka, Pahang.

15 January 2021

Miss Nurhani Izzati Binti Mohd Hanifah  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
University Teknologi MARA Campus Jengka  
26400 Jengka, Pahang.

Miss,

### **Submission of Business Plan (ENT300)**

Attach is the business plan title "**MEALS ON WHEELS**" to fulfil the requirements as needed as university requirements.

This is the list of the group members that was involved in completing this business plan

NUR ERISHYA ATYRAH BT NOOR AZLIN	2019375657
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Thank you,

Yours sincerely

*erishyazlin*  
Nur Erishya Atyrah Bt Noor Azlin  
General Manager

## **ACKNOWLEDGEMENT**

Alhamdulillah, my greatest thank to Allah S.W.T. for the strength given, because we finally completed our Business Plan as one of the requirement that need to be accomplished in the course work assessment for the code of ENT300.

First of all, we are deeply indebted to our dedicated lecturer, Miss Nurhani Izzati Mohd Hanifah, for her worthy guidance and consistent direction throughout the process. She has motivated us greatly on finishing this assignment. Her willingness to give her knowledge, support and encouragement contributed amazingly to the completion of this assignment.

We would also like to take this opportunity to thank to those who had involved and contributed directly or indirectly to this business plan, we are grateful to them for the effort and initiative that they have shown in our project until we successfully completed our assessment.

An important mention goes to our family for their help and support in completing this project. Without their help, we would not have been capable of managing many obstacles while doing this assignment. We hope that Miss Nurhani Izzati is satisfied and giving full consideration in marking this business plan report.

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## EXECUTIVE SUMMARY

This business is based on partnership where it consists of four (4) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Meals on Wheels consist of burger and mac & cheese which is the main dish at our company. Meals on Wheels with a motto "Fresh and Local" is located at a strategic place in Food Truck Park, Melaka Mall, Lebuhraya Ayer Keroh, 75450 Melaka. Our potential customer are mostly adults. It's given us an advantage because usually, adults love to go to hang out with their friends at unique place and that have unique food but simple.

Meals on Wheels is a company which focuses on food production in Malaysia. Differences in size and shape make this burger and mac&cheese looks interesting and suitable to serve for everyone especially that love western foods. The variety of servings such as marinade, grill burger's patty gives an opportunity to this burger to be one of marketable product as people love to seeking a good things especially food. Moreover, the simple steps and ingredients give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in this burger and mac & cheese making. Nowadays, flavor is one of the important things in any products making so a new different burger's patty and cheese might be a new attraction to people. We try to implement the new taste in our product. We have done some research that Malaysia is one of country that love to create a new recipe on food and love to seeking for a new place for a nice restaurant, café or food truck and food for their holiday and hang out with their family and also friends. Normally people love to come but hard to stay, same goes with this business. It's so hard to make people come back to our food truck for our foods. So, with our new innovation, we strongly believe they will come again to our food truck for our foods. We are making every food homemade that with love. Our recipe also most of them are based on people nowadays taste and references.

We will expect that our business will become more developed in the near future because with the new innovation in our business (Meals on Wheels), the demand will increase not only during holiday only but it might be in a daily. This will give more advantages for us to make our product more profitable and stable in the long run.