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UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS PLAN

FACULTY & PROGRAMME:

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BACHELOR OF EDUCATION (Hons.) TEACHING ENGLISH AS A SECOND LANGUAGE

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TABLE OF CONTENTS

Acknowledgements.....	2
1.0 Executive Summary.....	3
2.0 Company profile.....	4
3.0 Industry Analysis.....	6
6.0 Operation Plan.....	20
7.0 Management Team and Company Structure.....	26
8.0 Financial Projection.....	31
9.0 Project Milestone.....	35
10.0 Conclusion.....	35
References.....	36

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1.0 Executive Summary

Mangkuk Hijau.Co is a food company that offers a variety of healthy salad bowls such as Food fuel bowl, Calm and balance bowl, and Active boost bowl. These salad bowls are made of mixed veggies and protein as well as carbohydrates creating a fulfilling and quick meal especially for students who did not have time to think about the food that is good for their well-being. Our missions are to make eating healthy easy, enjoyable and accessible, promote healthy lifestyle despite being busy and provide fresh, nutritious, and delicious salad bowls using quality ingredients.

Our main competitive advantage is by offering an affordable alternative to established healthy food brands by offering a fixed price of RM12 per bowl while maintaining clear calorie and protein labelling to help customers make informed food choices. This business focuses on affordability, health branding, and sustainable practices. Mangkuk Hijau.Co aims to secure a 5% market share in its first year and achieve steady growth in both sales and customer base over the next three years.

The business was founded by Miss Amirah Izzah binti Che Abas and operates as a sole proprietorship. The management team includes an Operational Manager and three kitchen staff who are responsible for daily operations, food preparation, quality control, and customer service. Mangkuk Hijau.Co currently operates from a shop lot located at No. 46, Jalan Hillpark, 11/8 Pusat Perdagangan Hillpark, Bandar Hillpark, 42300 Puncak Alam, Selangor. The business commenced operations on 1 April 2022 and was officially registered on 10 March 2022. The target market includes UiTM Puncak Alam students and Hillpark residents. The marketing was done digitally through social media platforms such as TikTok and Instagram, and WhatsApp. We also used a pre-order and pickup system to ensure product stays fresh and the operations were efficient.

2.0 Company profile

2.1 Name of the organisation

The name of our organisation is “Mangkuk Hijau” inspired by the way we see vegetables as green and how we serve the salad by using a bowl. This name also sounds comedic which is one of our strategies in making it memorable and easy to be remembered by our customers. Our goal is to provide the best salads you will ever tasted while it still makes it healthy just like how green sounds like. Our shop is located near UiTM Puncak Alam and most of our customers are students and families who live near Bandar Puncak Alam.

2.2 Organisation logo



Our company logo reflects how we want our customers to feel whenever they eat our salad bowls because it not only offers good taste but also energy for the individual to go through their hectic day no matter whether it's a long day class or a long office hours. This logo was created with full of colours and visual images since the purpose of it was to capture our customers attention.

VISION

- To serve the best salad bowl in Bandar Puncak Alam.

2.3 Organisation background

Name of organisation	Mangkuk Hijau
Business address	No. 46, Jalan Hillpark, 11/8 Pusat Perdagangan Hillpark, Bandar Hillpark, 42300 Puncak Alam, Selangor.
Website/ Email	mangkukhijau@gmail.com
Telephone number	019-9764562
Form of business	Sole proprietorship
Main activities	Serving three types of salad bowls.
Date of commencement	1 April 2022
Date of registration	10 March 2022
Name of bank	Maybank
Bank account number	5582 7689 0984

Table 1: Organisation's background

3.0 Industry Analysis

The food and beverages (F&B) industry is a broad sector that includes food processing, manufacturing, retailing and food services. Recently, the industry has expanded into digital platforms as consumer behaviour shifted during the pandemic. The industry continuously demonstrates a steady growth and is regarded as one of the leading sectors globally due to its fundamental nature and significant contribution to the economy. Schmidt (2025) reported that in 2021, the global food service market was estimated at USD 2.52 trillion and is expected to reach USD 5.5 trillion by 2028. The market is forecast to grow at a CAGR of 4.8 percent from 2023 to 2028 (Global Data, Foodservice Country Report, 2025).

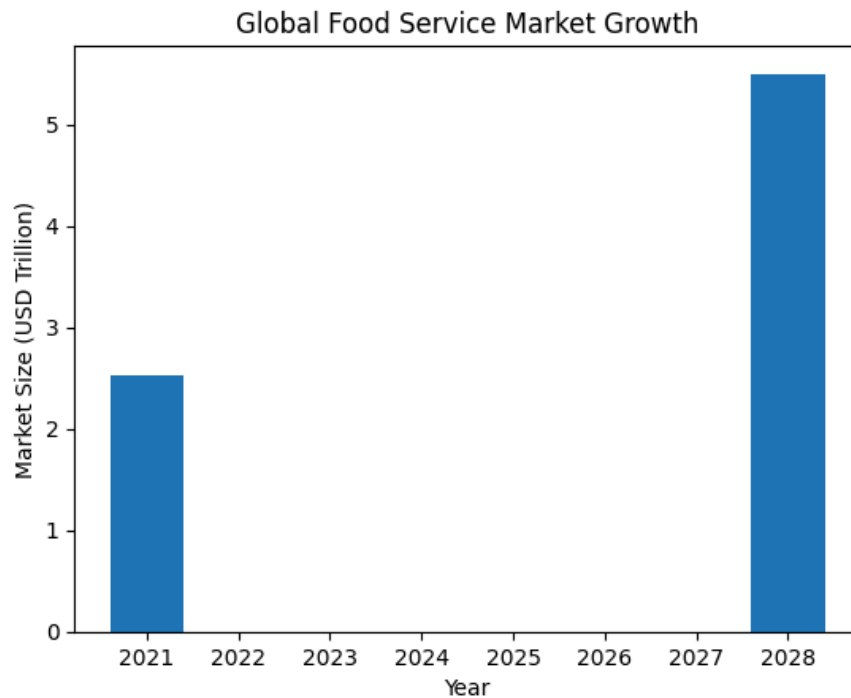


Chart 1: Global Food Service Market Growth

In Malaysia, the industry continues to expand, influenced by the rising urbanisation, digitalisation and increased demand for convenient and healthy food options. Sales projections indicate steady growth over the next 5 years, especially in the healthier choice of ready-to-eat meal segment. Therefore, it is an opportunity for businesses to offer nutritious and customisable meals like Mangkuk Hijau.Co. This rapid growth is influenced by four major trends in the industry: economic, social, technological, and political or regulatory trends.

3.1 Economic trends

Firstly, the most vital trend driving the growth of the F&B industry is economic trends. Inflation and currency fluctuations have made everyday expenses higher, which forces many people, especially those earning minimum wages or with various financial commitments, to live more frugally. Jarayamanavar & Malagi (2025) stated that high inflation typically reduces real household income and erodes purchasing power, forcing consumers to shift their spending preferences toward necessity-based or discounted goods. Therefore, when they are trying to cut costs on non-essential items, they still prioritise food and seek affordable and quality options. This pattern drives entrepreneurs to seize the opportunity to introduce products that offer similar value at similar or lower price. For example, international fast-food chains like KFC offer a 2-piece chicken set with sides for RM20 while local brands provide similar meals for around RM12. Furthermore, this economic trend supports the demand for affordable healthy meals, positioning our salad bowls as a cost-effective option that offers nutritional value without premium pricing. Consequently, many emerging businesses are likely to follow suit, reacting to changing consumer behaviour and the growing demand for affordable yet quality food.

3.2 Social trends

Next, social trends too significantly contribute to the growth of the F&B sector. Nowadays, society has become increasingly conscious of health and sustainable lifestyles by opting for healthy and real food. Despite this, many people's diets remain unhealthy. This happens globally as an estimated 2.6 billion people cannot afford nutritious food thus making healthy eating inaccessible for large populations (Shagun, 2025). Locally, recent nutrition surveys show that over half of adults are overweight or obese, with dietary patterns high in sugar, salt and fat, as well as low in fruits and vegetables. In response to these problems, many brands are shifting toward "green" and healthier products to align with changing consumer preferences. This shift creates strong demand for salad bowls, which offer fresh, nutrient-dense and goal-oriented meals that align with consumers' growing preference for health and sustainability. Additionally, the demand for such products is amplified through social influences and trends, such as FOMO, where people are eager to try popular or trending healthy options. To illustrate, the Lalap Plater introduced by Indonesian TikTok influencer, Marina, has gained attention

worldwide. Overall, shifts in consumer behaviour are driving growth and innovation in the industry.

3.3 Technological trends

The rise of digital platforms has transformed how consumers discover and engage with food brands. Digital platforms such as GrabFood, FoodPanda and ShopeeFood have increased the convenience and accessibility in the F&B industry. However, our product is not suitable for delivery, as we prioritise maintaining freshness and quality. Instead, we leverage technology primarily for marketing and communication purposes. This is because social media platforms and influencers play a key role in shaping consumer preferences, with the help of viral content that influence food trends and purchasing decisions. Platforms like Instagram and TikTok are particularly effective for promotion as they allow businesses to reach a wider audience, showcase visual content and create interactive campaigns that grab consumers attention. For Mangkuk Hijau.Co, digital marketing through social media and websites enables brand awareness, customer engagement and the promotion of health-focused options ultimately increase sales.

3.4 Political and regulatory trends

Government regulations on food safety, labeling and hygiene standards significantly impact all F&B businesses. In Malaysia, food handlers are required to receive typhoid vaccination as a mandatory health and safety measure to prevent foodborne diseases. Compliance with this requirement helps to ensure food safety and protect consumer health. Additionally, Halal certification and Shariah compliance are crucial considerations, as the majority of the Malaysians are Muslim. Meeting these regulations and requirements allow the business to access a wider market, build consumer trust, and enhance brand credibility. Mangkuk Hijau.Co adheres strictly to these regulations, ensuring that all meals are fresh, safe and compliant with legal standards. Thus, by staying updated with regulatory changes and maintaining high hygiene and safety standards, the business can support long-term sustainability and competitiveness in the F&B industry.

Based on the current trends in the industry, several key success factors for Mangkuk Hijau.Co have been identified. Firstly, product differentiation. Mangkuk Hijau.Co offers three

distinct salad bowls tailored to different consumer goals with an estimated calorie intake. This naturally gives a competitive edge in the market. Secondly, affordability and value. Compared to other brands that offer similar products, we adopt competitive pricing that meets the demand for quality yet affordable options. Thirdly, health-focused branding. Mangkuk Hijau.Co is a health focused branding where we emphasise fresh ingredients and real food to health conscious and environmentally aware customers. Lastly, digital presence. Mangkuk Hijau.Co has established its digital presence. This is to ensure efficient online ordering and social media marketing to reach tech savvy consumers.

Overall, the long-term prospects of the F&B industry, particularly within the healthy food sector remain positive. This is due to the growing health awareness, increasing demand for nutritious and sustainable food options and the continuous influence of digital platforms being the drive for steady growth. Despite the economic pressures, consumers continue to prioritise their needs which created opportunities for businesses that offer value-driven and health-focused products. Mangkuk Hijau.Co, which is aligned with the key industry trends, positions themselves well for long-term sustainability and competitiveness. As consumer behaviours continue to shift towards positive lifestyles, the demand for products like salad bowls is expected to increase and support the continued growth within the industry.

4.0 Product Description

Mangkuk Hijau.Co offers fresh and customisable salad bowls designed to meet specific dietary and lifestyle goals. The product is targeted at health-conscious individuals, students, office workers, and fitness enthusiasts who seek convenient, nutritious and affordable meals. Each bowl is prepared to ensure maximum freshness, quality and nutritional value.

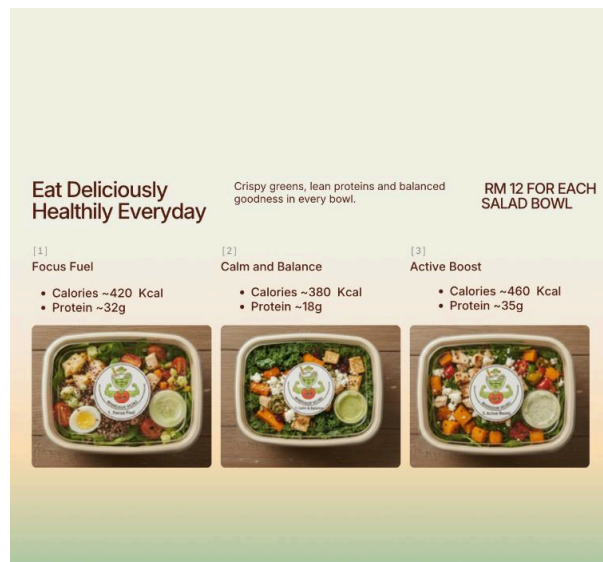
4.1 Product details

Mangkuk Hijau.Co provides three distinct salad bowls options and each is tailored to a specific goal:

1. Focus Fuel Bowl: This bowl is designed to support concentration and sustained energy, making it suitable for students and working adults. It consists of mixed greens, grilled chicken breast, quinoa, cherry tomatoes, cucumber, and a light

lemon-herb dressing. Its estimated nutritional information is ~420kcal calories and ~32g of protein. The inclusion of nutritional information allows customers to understand the energy and protein intake, helping them make informed meal decisions during long study or working hours.

2. **Calm and Balance Bowl:** It is formulated to promote a light and balanced meal experience. The bowl includes romaine lettuce, roasted sweet potatoes, avocado slices, boiled eggs, chickpeas, and sesame dressing. Its nutritional value is ~380 kcal for calories and ~18g of protein. This bowl caters to customers who prefer a lighter yet satisfying meal, with transparent nutritional details to support mindful eating.
3. **Active Boost Bowl:** This option targets physically active individuals by offering a higher protein content. It features spinach, grilled tofu or chicken, brown rice, corn, edamame, and teriyaki sauce. Its estimated nutritional values are around ~460 kcal for calories and ~35g of protein. Through displaying protein content supports fitness-oriented customers in achieving their dietary goals.



In addition to these specific options, each salad bowl is carefully prepared using fresh and locally produced ingredients to ensure maximum quality and nutrition. The meals are ready-to-eat, making it convenient for on-the-go consumption and the explicit calorie and

nutrition information help customers to make their choices. Furthermore, the price for each bowl is fixed at RM12, thus making them an affordable alternative to premium brands and their eco-friendly packaging is used to support sustainability movement.

4.2 Market fit

Mangkuk Hijau.Co is positioned as an affordable alternative to established brands like P&C Kitchen, The Humble Food Company and Salad Atelier. Compared to these brands who offer healthy meals at a higher price with limited customisation, Mangkuk Hijau.Co provides goal-oriented and nutritious meals at competitive prices which appeal to consumers who seek quality, affordability and convenience.

4.3 Value Proposition

Mangkuk Hijau.Co seizes the opportunity to address the lack of accessible and affordable healthy meal options by offering fresh and ready-to-eat salads tailored to consumer goals. It is also to encourage locals to opt for healthier lifestyles as recent researchers found that over half of adults are overweight or obese, with dietary patterns high in sugar, salt, and fat and low in fruits and vegetables (CodeBlue, 2025). Economically, it provides value for money by delivering nutritious meals at an affordable price. In terms of practicality, our products save time for busy individuals who want balanced meals without preparation while promoting sustainable and health-conscious eating habits.

4.4 Anticipated customer demand

Demand for our products is expected from health conscious individuals and fitness enthusiasts seeking goal-specific meals, especially among UiTM Puncak Alam students and Hillpark residents. Other than that, when our brands are growing, we are expecting demands from consumers who are influenced by social trends toward healthy eating and clean food. The increasing awareness of health, calorie intake and dietary goals ensures a growing market for products like Mangkuk Hijau.Co.

4.5 Existing competitors

Our products have their existing and established competitors such as Salad Atelier and P&C Kitchen which are located nearby and offer nutritious meals at higher prices. Mangkuk Hijau.Co differentiates itself by providing affordable salad bowls with fresh ingredients and focusing on health and in-store quality making it an attractive option for consumers.

5.0 Market Analysis and Strategy

5.1 Methods Used for Data Collection

To conduct the market analysis, we used both informal primary observation and secondary data collection. Primary data was collected through our own personal observations at Hillpark area to study the customers' flow and food products available in the area. Secondary data was collected from online population statistics of Puncak Alam and accessible online information of our competitors. These data helped us to analyse the market and estimate our target market and sales.

5.2 Marketing Objectives

Mangkuk Hijau.Co's main objective is to get through the Hillpark Puncak Alam food sector by securing a 5% market share within the first year of operation. We aim to create our product as a purposeful meal, which is different from the ordinary salad meal. We aim to build a strong customer base by making our business a reliable daily meal for the 27,565 residents in the Puncak Alam area. This value is delivered through our efficient kcal-labelling system, with its own specific name for each bowl (Focus Fuel, Calm and Balance, Active Boost). There are three variations, which have a different number of calories and protein. This ensures that customers are informed about the nutritional value each bowl provides and can make informed decisions based on what they need on the day they purchase.

5.3 Marketing Segmentation

Mangkuk Hijau.Co's target market in Hillpark Puncak Alam is divided into three main groups based on their geographic, demographic and psychographic factors.

a) Geographic segmentation

Geographic segmentation is based on where our target customers live, work or study. As our shop is located at Hillpark, we mainly focus on people in Hillpark, or Puncak Alam area. The first group is the residents who are living in Hillpark areas (Cherry, Hillpark Avenue, Hillpark Niaga, Maple, Meranti, Olive, Pines, Residensi Pinang, and The Palm). The second group is UiTM Puncak Alam students, where the campus is located just 5 to 8 minutes from Hillpark. Most students live either at the residential college or rented houses in nearby residential areas. Lastly, the third group we are targeting is fitness enthusiasts such as locals who regularly attend gyms near our store (G Force Gym and Fitness Centre, Bangsawan Fitness, Champ Fitness Hillpark, and more).

a) Demographic segmentation

Demographic segmentation is where we identify groups based on their characteristics. The first group includes working professionals. There is a significant number of residents living there who are identified as working professionals. This is because most of the residents are employed adults and the housing area is located near offices and industrial areas. The second group is UiTM Puncak Alam students who are in undergraduate programs where they usually have limited income. The third group is the Fitness and health enthusiasts who regularly attend nearby gyms in Puncak Alam.

b) Psychographic segmentation

This segmentation focuses on people's lifestyles and motivations that align with healthy and easy-to-go meals. Firstly, working professionals tend to have packed schedules that limit the time available for meal preparation. They prefer a quick meal to grab before they go to work or after long working hours. Secondly, the target is for students who are looking for affordable and nutritious meals to maintain their health. This is because of the limited availability of healthy meals on campus. Most of the available food sold at the campus is unhealthy meals with no clear nutritional information. Lastly is fitness enthusiasts. They tend to look for meals that provide enough protein to help build muscle growth and manage their weight. These people are precise about their food

composition. Our product provides a solution that supports their fitness progress. This is because our business provides a categorized salad bowl that they can choose based on their diets.




5.4 Market Share and Sales Forecast

The estimated market share and sales forecast are developed based on a business growth plan. This is after considering the number of residents in Hillpark, estimated at 27, 565 people and the time needed for our product to get recognition and become familiar to the customers. In the first year of business operation, Mangkuk Hijau.Co aims to achieve a 5% share of the market. This shows approximately 29200 units sold and a total revenue of RM 350400. This phase focuses on building customer awareness and establishing the brand in the food industry. 5% market share is a realistic figure for our new business. In the second year, the market share is expected to increase to 8%. This means about 32120 units sold and RM 385440 in sales. This aim is supported by gaining repeat customers and purchases, and better promotional activities by using our social media platforms. In the third year, Mangkuk Hijau.Co aims to secure a 10% market share with an estimated 37500 units sold and RM 450000 in sales. At this phase, this business is expected to have a strong customer base and consistent demand. This business is expected to grow slowly and steadily rather than a fast-paced growth. We aim to build a strong customer base with a consistent increase in sales.

Mangkuk Hijau.Co Market Share and Sales			
	Year		
Year	2022	2023	2024
Market share (%)	5	8	10
Total sales in units	29200	32120	37500
Total sales in RM	350400	385440	450000

Table 2: Market Share and Sales (Three-Year Sales Forecast 2022-2024)

5.5 Competitor Analysis

COMPETITORS	STRENGTHS	WEAKNESSES
<p>P&C Kitchen (direct)</p> 	<ul style="list-style-type: none"> ● strong brand image ● variety of ingredients (specialized dressing such as gochujang chicken salad, grilled chicken salad and calamari salad) ● the restaurant atmosphere 	<ul style="list-style-type: none"> ● Expensive price (range from RM18.90 to RM 33.25) ● Located in Eco-grandeur commercial area, which often involves heavy traffic ● The restaurant menu is large and complex (salad is not the main product at P&C kitchen)
<p>The Humble Food Company (indirect)</p> 	<ul style="list-style-type: none"> ● strong brand image ● the restaurant atmosphere 	<ul style="list-style-type: none"> ● Lack of healthy meals (Only one option, Caesar salad) ● Caesar salad is considered a side dish or appetizer at this restaurant.
<p>Salad Atelier (future)</p> 	<ul style="list-style-type: none"> ● Established brand authority ● Massive ingredient variety ● More than 30 outlets 	<ul style="list-style-type: none"> ● High-price point (average bowl costs RM 18 to RM 30) ● Low local responsiveness (unable to adjust their menu quickly to fit local preferences or budget)

5.5.1 Competitors Table (direct competitor, indirect competitor, future competitor)

5.5.2 SWOT Analysis

	Opportunities	Threats
<p>Strength</p> <ol style="list-style-type: none"> RM 12 fixed Price Kcal labelling system 	<p>(Strength-Opportunity Strategies)</p> <ul style="list-style-type: none"> -RM 12 to attract UiTM Puncak Alam Students -Use a specific kcal labelling system (to partner with local gyms in Hillpark) 	<p>(Strength-Threats Strategies)</p> <ul style="list-style-type: none"> - Maintain the price RM 12 to stay cheaper than competitors - Value differentiation by highlighting the labelling system in marketing to stand out among competitors
<p>Weaknesses</p> <ol style="list-style-type: none"> No dine-in space No delivery service Small team 	<p>(Weakness-Opportunity Strategies)</p> <ul style="list-style-type: none"> -Dine-in unavailability issue turns into an advantage as an easy-to-go meal. -Reinvest the saved delivery commissions by using better and higher-quality ingredients. -Better quality control (not being delivered, a lot of risks). -Use Whatsapp pre-orders to help the small staff team to handle orders easily 	<p>(Weakness-Threats Strategies)</p> <ul style="list-style-type: none"> -Keeps a small and easy menu helps reduce cost, waste and workload. -Control costs by choosing affordable suppliers to maintain the RM12 pricing even when ingredient costs increase. -Develop a strong local self-pickup customer base. This helps reduce the costly advertising and keeps this business sustainable.

5.6 Market Strategy

A marketing strategy shows how a business gains customers and competes in the market. This section shows how Mangkuk Hijau.Co uses some strategies to promote our products and distribution channels and differentiate our products from our competitors to support our business goals.

5.6.1 Product and Service Strategy

- **Brand**

Mangkuk Hijau.Co positions the brand as the functional Kcal Labelling Salad bowl for locals in Hillpark, Puncak Alam. Our brand identity helps emphasize the brand's uniqueness from other competitors. It shows how our product is an alternative to traditional fast food. Moreover, it is also an efficient way to promote healthy eating among locals with its efficient services that are suitable for most working adults and students nowadays. In addition to that, our name branding itself is one of our product strategies. This product name helps create a branding as it sounds familiar to locals and makes it instantly recognizable and meaningful to our target market.

- **Quality**

Each bowl is made with fresh ingredients and prepared only after the order has been placed. We ensured the ingredients are sourced daily from trusted suppliers to ensure nutritional quality and food safety. Each bowl is labelled with calories and protein information, which helps customers to easily make a decision. This quality encourages repeat purchases from customers.

5.6.2 Price Strategy

- **Penetration pricing strategy**

Each of our salad bowl variations (Focus Fuel, Calm and Balance, and Active Boost) is offered at a fixed price of RM 12. Our business set a lower price

for our salad bowls than competitors. By lowering the salad bowl price, this strategy encourages them to try our bowl instead of their usual meal. Thus, this influences the increase of business market share. Moreover, this fixed price for each variation keeps the purchase simple and affordable. This helps the customer to make a purchasing decision and allows them to have a healthy meal at an affordable price to attract our target customers, such as students in Puncak Alam area.

5.6.3 Distribution Strategy

- **Place**

Our store is located in Hillpark, Puncak Alam. It is located 5km from the UiTM Puncak Alam campus and close to housing areas in Hillpark. This strategic location ensures easy access for our target customers. This includes students, working professionals and locals who are looking for healthy meals. This location allows our business to capture the maximum daily customers.

- **Distribution Channels:**

- a) WhatsApp pre-order**

Customers place their orders (pre-orders) through a WhatsApp link provided on our website and social media. This is to eliminate the third-party platforms, such as the delivery app platforms. This allows immediate communication with our customers and enhances customer satisfaction.

- b) Pickup service**

As we do not offer dine-in service, we create a pickup service. Customers can either pre-order through WhatsApp or place their order directly and wait for a freshly prepared salad bowl. This system ensures that each bowl is sold at the highest quality and maintains its nutritional value for customers.

5.6.4 Promotion Strategy

- **Online Advertising**

Our business uses social media (TikTok and Instagram) as a platform to promote our store and products. Moreover, we also use social media to give daily updates of our stores and any information regarding our store and products. We also use this platform to interact with our followers and engage with them to gain more customers from people on the internet who may come across this account. This is because social media algorithms often show content based on location. This means that our social media posts are likely to reach people in the Puncak Alam area.



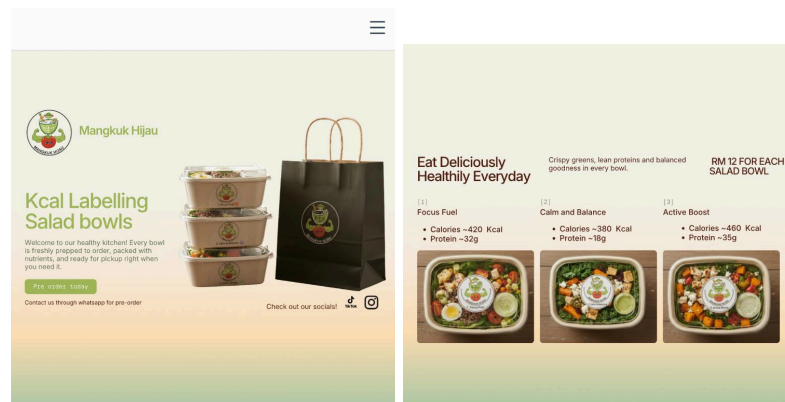
TikTok account



Instagram account

- **Website**

We created a website that displays our menu clearly with the information and the price. Our website also includes a one-click WhatsApp ordering button. This helps customers to place orders quickly without having to look for our business number separately. These websites also provide a direct link to our social media for customers to check our latest updates.



Mangkuk Hijau.Co website page

6.0 Operation Plan

The operation plan refers to how Mangkuk Hijau.Co will operate on a daily basis, as well as how the products will be manufactured. It describes the procedures, resources, facilities and employees necessary for smooth business operations. This strategy enables the company to function efficiently to achieve our goals.

1. Development Stage

Before deciding on the location for our business to reside, we visited a few places that potentially can be a great location for us around Puncak Alam. We have successfully identified a perfect location for our business within an area that is accessible for our customers. We made a deal with our property agent that helps us to close the deal by ensuring that we are not at loss. Potential suppliers for fresh vegetables, proteins, sauces and grains have been researched and contacted based on the quality and service that they are willing to offer. This is important because to ensure the freshness of our vegetables, we choose to have a supplier that can send us our ingredients as fresh as it could be to give the best quality for our customers. We manage to contact the suppliers for the equipment for food preparation such as tables for food preparation, cooking appliances, storages and refrigerators which comply with food safety standards while also ensuring efficient workflow.

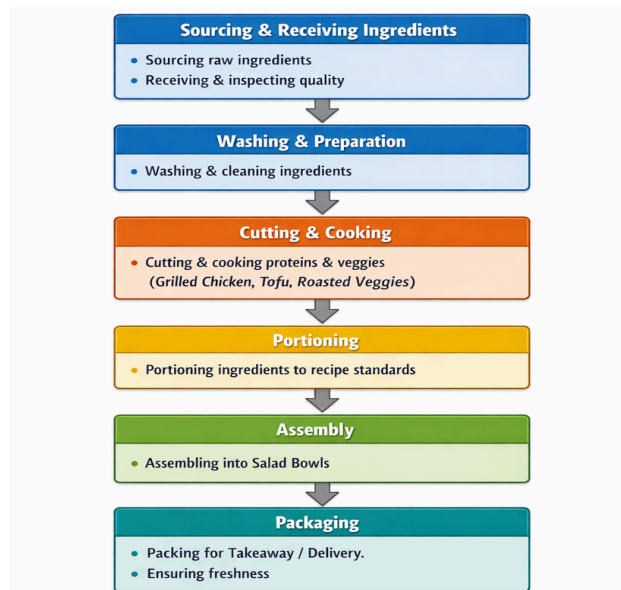


Table 3: Production Workflow

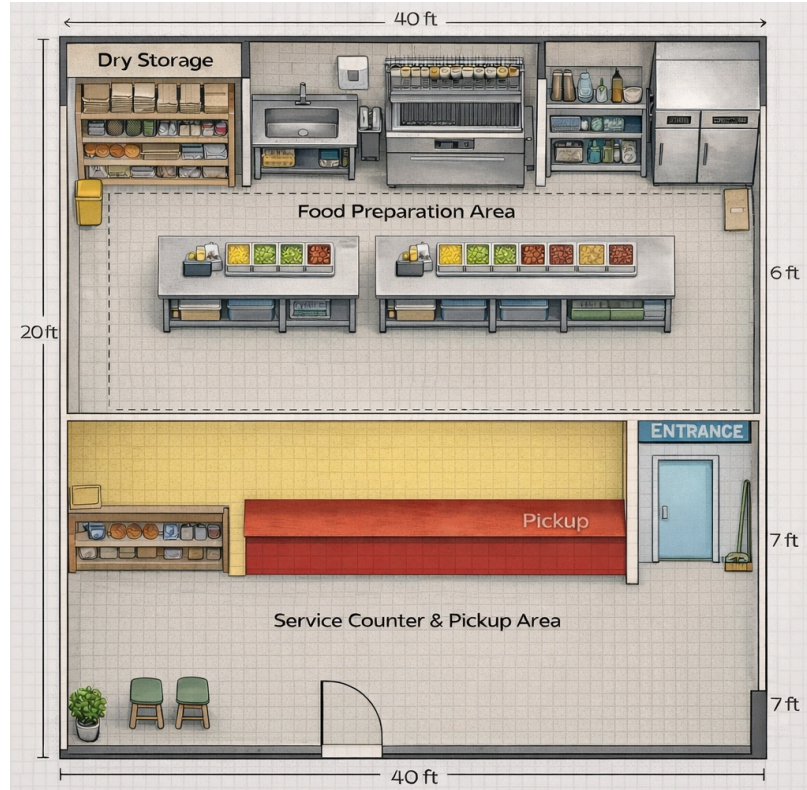
2. Production

Our business operates as a daily food preparation service. To ensure that our product is prepared freshly, it requires approximately 15 to 20 minutes for each bowl to complete, depending on the type of bowl and how big is the order. Certain preparations that can be done in advance during non-peak hours such as ingredient cleaning, cutting and cooking will improve time efficiency. Once the premise has all the equipment needed, the decorations have been set up and all of our staff have completed their food handling training, our business is ready to begin the operation. Our production is carried out on a daily basis to ensure food quality and customer satisfaction.

3. Facilities

Mangkuk Hijau.Co will operate from a shop lot that functions as a preparation kitchen and that is located at No. 46, Jalan Hillpark, 11/8 Pusat Perdagangan Hillpark, Bandar Hillpark, 42300 Puncak Alam, Selangor. The reason why we choose Hillpark as the location for our business is because it is near to UiTM Puncak Alam and at the same time it is also surrounded by lots of housing areas, which means that people nearby do not have to go far to get their daily nutrients intake.

The size of our shop lot is about 1,200 square feet. This space is sufficient to support our operations while allowing potential expansion in the future. For now, we used approximately 800 square feet which includes the food preparation area, cold and dry storages and a counter. The monthly rental cost is RM3,000. All necessary approvals, including business registration, food handling certification and local authority permits, will be obtained to ensure compliance with zoning and food safety regulations.



Mangkuk Hijau.Co's layout

ITEM	TOTAL COST (RM)
Utilities (Water and Electricity)	600
Internet	139
Gas	30
Rental shop	3,000
Maintenance	350
Business License & Signboard	100
Total	4,219

Table 4: Utilities

4. Staffing

Mangkuk Hijau.Co requires a small operational team consisting of one operation manager and three kitchen staff. The operation manager duty is to oversee daily operations activities, inventory control and supply chain management to ensure that the business flows smoothly. The kitchen staff will be responsible for food preparation such as washing, cleaning, cutting, cooking the ingredients, ensuring that the food is prepared according to the standard and packing the orders accordingly. All of our staff are full-time to save the hiring costs, as part-time staff tend to only work for a short period of time. Since we sponsor food handling certification, employing part-time staff would further increase our expenses. However, they have to pay for their own typhoid injection unless they have been working here for 3 months and above, then we will pay it back to them.

5. Equipment

The business requires equipment to support daily operations, including refrigerators and freezers for ingredients storage, food preparation tables, grills for cooking proteins and vegetables, weighing scales to ensure correct portion control, utensils and cutting tools. The estimated total cost for equipment is around RM15,600. We purchased from local suppliers to reduce maintenance and replacement cost. Regular maintenance will be conducted to ensure operational efficiency and food safety.

ITEM	QUANTITY	PRICE/UNIT (RM)	TOTAL COST (RM)
Refrigerator	2	2,500	5,000
Freezer	2	2,000	4,000
Food Preparation Table	3	800	2,400
Weighing Scales	1	100	100
Cutting Tools	4 set	150	600
Grill	1	2,500	2,500
Miscellaneous utensils/Bowls	1	1,000	1,000
TOTAL (RM)			15,600

Table 5: Lists of Equipments

6. Supplies

To operate Mangkuk Hijau.Co, we have found our suppliers for our ingredients such as vegetables (tomatoes, lettuce, spinach), proteins (chicken and eggs), grains (quinoa and brown rice) and sauce (teriyaki, sesame, lemon-herb). For our packaging, we have decided to choose a manufacturing company that gives us the best deal for our packaging materials. To ensure that our premise conforms to the required hygiene standards, we prepare hygiene supplies which include gloves, cleaning materials and hair nets. We maintain a safety stock of 5% to prevent shortages caused by any daily demands or supplies delay while taking into account to minimise food waste. These quantities are estimated based on an average production of 2,400 bowls a month. Raw materials are grouped into categories to simplify the inventory management processes. The inventory will be managed using a first-in, first-out (FIFO) system to minimize food waste and maintain food safety standards. The available stock will be monitored daily to ensure sufficient ingredients are available to meet customer demand especially during peak operating hours.

MATERIAL	QUANTITY	SAFETY STOCK (5%)	TOTAL REQUIREMENT	PRICE/UNIT (RM/KG)	TOTAL COST (RM)
Mixed Greens	120 kg	6 kg	126 kg	10	1,260
Mixed Vegetables	180 kg	9 kg	189 kg	8	1,512
Whole Grains	120 kg	6 kg	126 kg	6	756
Chicken	120 kg	6 kg	126 kg	14	1,764
Eggs	800 pcs	40 pcs	840 pcs	0.50/pcs	420
Tofu	60 kg	3 kg	63 kg	6	378
Sauces & Dressings	40 litres	2 litres	42 litres	12	504
Packaging	2,400 pcs	120 pcs	2,520 pcs	0.80	2,016
Disposable Cutlery	2,400 sets	120 sets	2,520 sets	0.20	504

Paper Bags	2,400 pcs	120 pcs	2,520 pcs	0.30	756
Stickers	2,400 pcs	120 pcs	2,520 pcs	0.15	378
Hygiene Supplies	1 set	-	1 set	150	150
TOTAL ESTIMATED MONTHLY COST (RM)					10,398

Table 6 : Total Estimated Monthly Cost for Materials.

MATERIAL	SUPPLIER
<ul style="list-style-type: none"> Fresh Produce (Fresh vegetables and Meat) 	<ul style="list-style-type: none"> ST ROSYAM MART Sungai Buloh Lot No, 21117, Jalan Besar Bandar Baru Sungai Buloh, Seksyen 20, 40160 Shah Alam, Selangor
<ul style="list-style-type: none"> Packaging items (Paper bags, stickers, containers, cutlery) 	<ul style="list-style-type: none"> Eco Plus Packaging 7, Jalan Apollo U5/187, Bandar Pinggiran Subang, 40150 Shah Alam, Selangor PrintLab Petaling Jaya N-G-42, Block N, Jalan PJU 1A/1, Ara Damansara, 47301 Petaling Jaya, Selangor.
<ul style="list-style-type: none"> Hygiene supplies 	<ul style="list-style-type: none"> Elite Hygiene A-1-3A, Alam Avenue, Jalan Serai Wangi F 16/F, Seksyen 16, 40200 Shah Alam, Selangor ECO-Shop No. 2A (Grd & 1st Flr), No. 6, 8, 10, 12, 12A & 16 (Grd Flr, Eco Grandeur, Jln Eco Grandeur 1/8A, 42300 Puncak Alam, Selangor
<ul style="list-style-type: none"> Sauces & Dressings 	<ul style="list-style-type: none"> JAYA Grocer No. 16, Ruang Niaga Eco Grandeur, Persiaran Mokhtar Dahari, 42300 Puncak Alam, Selangor

Table 7 : Supplier's Information

7.0 Management Team and Company Structure

The business operates as a sole proprietorship and is fully-owned by the founder. This structure allows for efficient decision-making, lower operational costs and full control over business operations.



1. Management Team

Position	Responsibilities	Type of Compensation
Founder	<ul style="list-style-type: none">● Monitor the overall business operations, strategic planning, supplier management and financial management.● Ensuring product quality, managing	Owner's drawing

	costs and following the food safety regulations.	
Operational Manager	<ul style="list-style-type: none"> • Responsible for daily kitchen operations, inventory control, staff scheduling and quality check. • Ensure that food preparation follows the standard operating procedures (SOPs) and hygiene standards accordingly. 	Fixed Salary
Kitchen Staffs	<ul style="list-style-type: none"> • Handle food preparations such as cooking, prepare the bowls and packaged the food properly. • Maintaining cleanliness of the premises and adhering to food safety compliances at all times. • Treat customers with respect. 	Fixed Salary

Table 8: Job scope

Brief Resumes

Name	Amirah Izzah binti Che Abas
Position	Founder of Mangkuk Hijau
Education	<ul style="list-style-type: none"> • Master of Marketing, University Malaya. • PhD in Business and Management, University of Manchester.

Relevant Skills	<ul style="list-style-type: none"> • Can communicate well in Bahasa Malaysia, English and Mandarin • Strategic thinking
Work Experience	<ul style="list-style-type: none"> • Customer Service for Shopee • Head of Marketing for SAOI
Certification	Food Handler's Training Certificate

Name	Nur Aliah binti Mohamad Shaharudin
Position	Operational Manager
Education	Bachelor of Business Administration (HONS), University Kebangsaan Malaysia.
Relevant Skills	<ul style="list-style-type: none"> • Strong leadership skill • Ability to negotiate • Well-organised person
Work Experience	<ul style="list-style-type: none"> • Manager for Bayu Somerset • Head Manager for Sushi Zanmai
Certification	Food Handler's Training Certificate

Name	Nur Masyitah binti Mohd Amin Fuad
Position	Kitchen Staff
Education	<ul style="list-style-type: none"> • Diploma in Culinary Arts, UiTM. • Bachelor of Management in Operations (HONS), University Sains Malaysia.
Relevant Skills	<ul style="list-style-type: none"> • Can work under high pressure • Has a keen attention to detail
Work Experience	Service Crew for Llaollao
Certification	Food Handler's Training Certificate.

Name	Faten Nur Irdiena binti Saleh
Position	Kitchen Staff
Education	Bachelor of Food Safety and Quality Technology (HONS), UniKL.
Relevant Skills	<ul style="list-style-type: none"> • Ability to work in groups • Skilled in editing
Work Experience	Coolrista for CoolBlog Enterprise
Certification	Food Handler's Training Certificate.

Name	Nur Ain Zuhairah binti Mohd Noor
Position	Kitchen Staff
Education	Bachelor of Dietetics (HONS), University of Cyberjaya.
Relevant Skills	<ul style="list-style-type: none"> • Expert in Microsoft Excel and POS systems. • Good communication skills
Work Experience	Barista for Zus Coffee
Certification	Food Handler's Training Certificate.

2. External Resources and Services

To support our business, we decided to have an accountant to help manage our financial statement and tax compliance. Other than that, food suppliers are chosen to ensure that the ingredients used for our products are fresh as well as to meet our customers needs. Since we also use stickers to be pasted on our packaging, we use printing services to produce the labels for our product.

3. Human Resources

The company employs one Operational Manager and three kitchen staff on a full-time basis. Estimated monthly salaries are RM2,500 for the Operational Manager and RM1,800 for each kitchen staff.

POSITION	QUANTITY	MONTHLY SALARY (RM)	EPF (13%)	SOCSSO (1.75)	TOTAL (RM)
Founder	1	3,000	-	-	3,000
Operational Manager	1	2,500	325	44	2,869
Kitchen Staff	3	1,800	234	32	6,798 (3 × 1,800 + 3 × 234 + 3 × 32)
TOTAL MONTHLY COST(RM)					12,667

Table 9 : Estimated Monthly Salaries

8.0 Financial Projection

A. START-UP COSTS	RM
Capital Expenditure: Administrative	
Office equipment and POS System	1500
Capital Expenditure: Operations	
Refrigerators and freezers (4 units)	9000
Commercial electric grill and kitchen machinery	2500
Kitchen equipment (Prep tables, scales, tools)	4100
One-Time Start-up Expenditure	
Starting inventory cost	5000
Marketing for opening and branding (signboard and advertising)	500
Other Pre-Operations Expenditure	
Rental deposit (3000*2 months)	6000
Utility deposit	600
Business Registration & Licenses	100
Other expenditure (healthy and safety compliance)	500
Total Start-up Costs	29800

WORKING CAPITAL (MONTHLY)	RM	FIXED	VARIABLE
Marketing			
Advertising (social media and local)	300		300
Administrative			
Salaries (Founder and Manager)	5869	5869	
Rent	3000	3000	
Utilities and maintenance	1119		1119
Operations			
Salaries (3 kitchen staffs)	6798	6798	
Purchases (Raw materials and packaging)	10398		10398
Total Working Capital	27484	15667	11817
Total Working Capital Required	1 month	28858	
Working Capital + Contingencies	5%	28858	

ESTIMATED START-UP CAPITAL	RM58,610
FINANCING	
Equity: Share & Venture Capital	RM
Amirah Izzah binti Che Abas	25610
Nur Aliah binti Mohd Shahrudin	15000
Nur Masyitah binti Mohd Amin Fuad	6000
Faten Nur Irdiena binti Saleh	6000
Nur Ain Zuhairah binti Mohd Noor	6000
	58610

CASH FLOW PRO-FORMA STATEMENT

	YEAR 1	YEAR 2	YEAR 3
	RM	RM	RM
CASH INFLOW			
Share Capital	58610		
Cash Sales	350400	385440	450000
TOTAL CASH INFLOW	409010	385440	450000
CASH OUTFLOW			
Administrative Expenditure			
Salaries (Founder and Manager)	70428	70428	70428
Rent	36000	36000	36000
Office equipment	1500		
Marketing Expenditure			
Monthly marketing and advertising	3600	3600	3600
Signboard and branding	500		
Operations Expenditure			
Raw materials and packaging	124776	137254	150979
Salaries (3 Kitchen staff)	81576	81576	81576
Utilities and maintenance	13428	13428	13428
Operations equipments	15600		
Other Expenditure			
Pre-Operations			
Deposit (rent and utilities)	6700		
Starting inventory (small items)	500		
Other Pre-Operations Expenditure (license and health)	1200		
TOTAL CASH OUTFLOW	355808	342286	356011
CASH SURPLUS (DEFICIT)	53202	43154	93989
BEGINNING CASH BALANCE	28858	82060	125214
ENDING CASH BALANCE	82060	125214	219203

PRODUCTION COST PRO-FORMA STATEMENT

	YEAR 1	YEAR 2	YEAR 3
	RM	RM	RM
Raw Materials			
Current year purchases	124776	137254	150979
Carriage Inward	1200	1200	1200
Total Raw Materials Used	125976	138454	152179
Labour (Salaries, EPF and SOCSO)	81576	81576	81576
Factory Overhead			
Depreciation of Operations Assets (10%)	1560	1560	1560
TOTAL PRODUCTION COST	209112	221590	235315

PRO-FORMA INCOME STATEMENT			
	YEAR 1	YEAR 2	YEAR 3
	RM	RM	RM
Sales	350400	385440	450000
Less: Cost of Sales			
Opening Stock of Finished Goods	0	0	0
Production Cost	209112	221590	235315
Less: Ending Stock of Finished Goods	0	0	0
Total Cost of Sales	209112	221590	235315
Gross Profit			
	141288	163850	214685
Less: Expenditure			
Administrative Expenditure	119856	119856	119856
Marketing Expenditure	3600	3600	3600
Business Registration & Licenses	100		
Other Pre-Operations Expenditure	1200		
Depreciation of Fixed Assets (Administrative)	150	150	150
Total Expenditure	124906	123606	123606
Net Profit Before Tax	16382	40244	91079
Tax (0%)	0	0	0
Net Profit After Tax	16382	40244	91079
Accumulated Net Profit	16382	56626	147705

PRO-FORMA BALANCE SHEET			
	YEAR 1	YEAR 2	YEAR 3
	RM	RM	RM
ASSETS			
Fixed Assets			
Equipment	15390	13680	11970
Current Assets			
Cash Balance	82060	125214	219203
Other Assets			
Deposits	6700	6700	6700
TOTAL ASSETS	104150	145594	237873
Equity			
Share Capital	58610	58610	58610
Retained Earnings	45540	86984	179263
Liabilities			
Loan Balance	0	0	0
TOTAL EQUITY & LIABILITIES	104150	145594	237873

9.0 Project Milestone

The following table outlines the strategic progress and crucial milestones of Mangkuk Hijau.Co in order to ensure a successful establishment for the business.

ACTIVITIES	DEADLINES
Completion of Business Plan and Research of Market	25 February 2022
Business Registration (Official SSM Certificate)	10 March 2022
Rental Selection and Negotiation (Bandar Hillpark)	14 March 2022
Obtainment of Kitchen Equipment and Raw Materials	20 March 2022
Recruitment of Kitchen Staff	24 March 2022
Shop Renovation and Installation of Equipment	25 March 2022
Commencement of Business (Opening Day)	1 April 2022

Table 10 : Milestones of Mangkuk Hijau.Co

10.0 Conclusion

To conclude, our business, Mangkuk Hijau.Co has high viability and sustainability in partnership ventures due to the fact that we have achieved a successful establishment located in Bandar Hillpark through proper planning and negotiating. With our business model directly addressing the unnoticeably high demand for healthy and calorie transparent meals, students and local community alike will no doubt find Mangkuk Hijau.Co as a rare and pleasing gem among the existing business within the location.

For our next action, as Mangkuk Hijau.Co had a successful launch upon opening, the management has decided to further extend our business beyond Puncak Alam through ample of methods, such as wider marketing advertisement, a designated app and a specialised delivery fleet for customers that have been wanting to get a taste of our delicious salad bowls to finally get their hands on our products no matter the distance.

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