

BUSINESS PLAN TITLE



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1. EXECUTIVE SUMMARY

1.1 Description of Healthy Meals Enterprise

Healthy Meals Enterprise is a newly established, autonomous start-up in the food and beverage industry that prepares and distributes healthy, fresh, well-balanced ready to eat meals to consumers in Setia Alam, Seksyen U13. The company is independent start-up created to meet the increasing health-related needs of Malaysians, specifically diseases related to obesity, diabetes, and other lifestyle-related ailments. The company operates within the healthy food segment of the F&B industry and positions itself as a functional food provider that provides both nutritional value and a convenient lifestyle.

1.2 Mission and Vision

The vision for Healthy Meals Enterprise is to emerge as one of the most popular and affordable health food suppliers in Selangor and further to establish itself as a well-known brand for health foods in Malaysia. The mission of Healthy Meals Enterprise is to inspire people towards a better lifestyle through provision of healthful, well-balanced food, which is not only accessible, affordable, and convenient, but also to utilize quality ingredients, reduce preservatives, maintain food safety, and supply consistent quality for gaining eventually consumer loyalty.

1.3 Product and service offered

Healthy Meals Enterprise is offering ready-to-eat healthy meals designed to cater to the needs of modern people living busy lives. The enterprise's product offerings include portioned and nutritionally balanced healthy meals designed to provide everyday needs and assistance in maintaining a healthy lifestyle. The presently available product offerings include Stir Fry Chicken Garlic Herb, Garden Boiled Egg Salad, Fresh Dory Fish Salad, and Grilled Chicken. These presently available product offerings can be considered in the major categories within the enterprise's product offerings. Even the meals are prepared using fresh ingredients strictly portioned out in a manner that aims for uniform nutrition that is within the enterprise's set standards. The enterprise's product offerings can also be collected by walk-in customers or through their pick-up service initiatives. The enterprise is also using online food delivery services such as Grab Food and Food Panda.

1.4 Competitive Advantage

Healthy Meals Enterprise enjoys a competitive advantage with its integrated value-creation systems in its business model. The company operates a standardized production system for meals that guarantee equal nutritional content with minimal losses of the materials for production, thus providing cheap but healthy meals for nutrition while at the same time creating sustainability for the business. Moreover, Healthy Meals Enterprise operates a product development focus that is based on functions necessary for nutrition goals like proteins and calorie management in meals, thus improving the legitimacy and customer confidence in the products produced by the organization. Healthy Meals Enterprise operates with a combined sales model that involves customer pick-up and online ordering for increased sales chances with minimal reliance on outlets.

1.5 Brief financial forecast

Financially, Healthy Meals Enterprise is expected to attain steady and sustainable growth in its first three years of business. Based on the business's financial projections, the venture will register annual sales revenue of RM272,160 in its first year of business, RM408,240 in the second year, and RM544,320 in the third year of business. The business will commence its operations by concentrating on operating expenses like food, labor, rental, and utility charges and will practice frugal expense management. Once the business records positive daily sales and sound expense management, the business will enjoy positive operating cash flow and increasing profitability. The approximate start-up capital requirement of RM130,280 will help finance the food equipment, pre-business expenses, and the first three months of working capital, and the business will attain financial sustainability in the short term and promising and substantial profitability in the long term.

1.6 Management team

Healthy Meals Enterprise operates in the form of centralized executive management. This means that all decisions regarding strategy and operations are monitored by a management team whose duties include operations management, marketing, financial management, and product development. The Operations Department deals with food processing and handling, coordination with suppliers, health standards of compliance, and food quality. The Marketing Department deals with corporate image and online engagement. This is one of the management structures that ensures high levels of functional efficiency and affordability in start-ups.

1.7 Financing requirement and return expected

Estimated start-up costs for the enterprise will be around RM130,280, which will be sourced from a combination of equity injection and external funding. These amounts will be used to purchase equipment, pay renting deposits, license fees, and working capital. Healthy Meals Enterprise will be able to recover its start-up costs, manage financial obligations, and create a positive stream of earnings based on estimated financial outcomes. It will take Healthy Meals Enterprise a while to be financially manageable and suitable for re-investment once it stabilizes and becomes financially stable.

2. COMPANY PROFILE

2.1 Company Name, Logo and Vision

Healthy Meals Enterprise is a health-related food services start-up and is at a planning and development stage, founded to tap into Malaysia's burgeoning demand for healthy meals. Although Malaysia's food and beverage sector is a mature market, a sub-market of healthy ready meals is seen as a relatively fast-growing sector of this market. This growth is spurred by a climbing health consciousness and a shift in lifestyle and dietary patterns. The fact is that Malaysia's present healthy food players include Dietmonsta, Salad Atelier, and even Signature Market, and this shows that Malaysia is now sporting this market. But most of Malaysia's present healthy food startups can only afford to offer their clients their offerings within a rather niche or high-end market. Healthy Meals Enterprise is still at a pre-operating stage and is intended to enter Malaysia as a rather new competitor within this sub-market with its functional and economic offering of ready meals.

The Healthy Meals logo is a representation of the fundamental brand elements that the company stands for under its brand promise of health, freshness, and modern living. The addition of vegetables to the logo stands for the natural ingredients that the logo wants to symbolize. The addition of cutlery in the logo stands for the convenience that a common meal provides. The use of earthy colors gives the logo a sense of vibrancy, trustworthiness, and wellness that is imperative within the food industry that demands healthy eating.

The dream for Healthy Meals Enterprise is to build credibility and accessibility as a healthy meal supplier in Selangor, spreading awareness and promoting healthy living and sustainable business. Long-term, Healthy Meals Enterprise also dreams of growing from being a local start-up to being an established healthy foods brand in Malaysia, synonymous with balanced nutritional meals, convenience, and responsible foods.

2.2 Company History and Progress to Date

The origin of Healthy Meals Enterprise was based on the growing number of obesity cases, inactive lifestyles, and unhealthy dietary patterns in Malaysia. Observations of increasing dependence on fast food, frequent dining outside, and processed food consumption highlighted the urgent need for healthier and more convenient dietary alternatives, particularly in urban communities.

Currently, Healthy Meals Enterprise is in the planning and development phase. At this stage, the enterprise is focused on establishing a strong foundation in terms of operations, management, and strategic planning prior to entering the marketplace. The objective of this phase is to reduce operational risks and improve business readiness.

The major developments achieved so far include menu formulation, supplier selection, basic market research, cost calculation, prototype meal development, and packaging selection. Preliminary consultations have also been conducted with raw material suppliers, eco-friendly packaging providers, and food delivery services. In addition, early planning has emphasized regulatory compliance, hygiene practices, and food safety standards in line with Malaysian food operation requirements to ensure the enterprise enters the market with strong operational preparedness.

2.3 Legal Structure

Healthy Meals Enterprise will be registered as an Enterprise under Suruhanjaya Syarikat Malaysia (SSM). This legal structure provides operational flexibility, simplified regulatory compliance, and centralized management control, making it suitable for start-up business development.

The Enterprise structure allows the business to operate with lower administrative complexity while maintaining full control over management decisions, financial

planning, and operational direction. This structure is considered appropriate for Healthy Meals Enterprise during its early stage, enabling efficient decision-making and business scalability as the enterprise grows.

2.4 Key Partnerships and Management

The business will be managed by a small operational and marketing team responsible for overseeing daily production activities, supplier coordination, food quality control, customer service, and promotional initiatives. This management structure supports effective operational control, service consistency, and customer engagement.

Strategic partnerships will be developed with fresh produce suppliers, raw material distributors, packaging manufacturers, equipment providers, and third-party food delivery platforms. These partnerships are essential to ensure consistent supply chains, cost efficiency, regulatory compliance, and extended market access.

Furthermore, Healthy Meals Enterprise intends to establish partnerships with gyms, universities, and corporate offices to support promotional campaigns, wellness programs, and meal subscription packages. These strategic alliances are expected to enhance brand visibility, strengthen customer acquisition, and support long-term business sustainability and profitability.

3. INDUSTRY ANALYSIS

This chapter gives an overview of the Food and Beverages (F&B) industry in Malaysia, as well as a particular emphasis on the healthy meals and ready-to-eat foods market, which constitutes the primary market of Healthy Meals Enterprise. The chapter will analyze the market in terms of market size, market growth, sales potential, current market trends in the industry, factors of success in the industry, and the future outlook of the healthy foods market. This market chapter will further establish Healthy Meals Enterprise as a new market player in the growing healthy foods sub-market.

3.1 Industry Size, Growth Rate and Sales Projection

The Food and Beverages (F&B) sector in Malaysia is one of the most significant sectors that have made substantial contributions to the country's overall economic growth. From the report of the Economic Census 2023: Food and Beverage Services Sector conducted by the Department of Statistics Malaysia (DOSM), the F&B services sector recorded a gross output of RM99.0 billion and a total value-added contribution of RM43.8 billion in 2022. This reflects its major contribution to overall economic activity (DOSM, 2023). Such a large sector reflects that there are plenty of opportunities for businesses to enter this industry.

Within this generic industry, the health-focused foods and ready to consume meals space have recently been identified as one of the most swiftly growing segments. This is due to factors like rising urbanization rates, more people entering the workforce, and greater concerns about lifestyle-related health issues. According to industry analyses, the F&B industry in Malaysia has accumulated around RM 228.66 billion in revenue in 2023. This industry is also forecast to grow at a CAGR of 7.95% from 2023 to 2027 (KLSC Screener, 2025). This rising industry is now contributing vastly to health-focused food services, functional foods, as well as various healthy meals.

From the point of view of sales projections, since health-focused food consumption keeps expanding, it would mean strong revenue for enterprises specializing in healthy meals. Since consumers are moving away from traditional fast foods to healthier and nutritionally balanced meals, the demand for ready-to-eat healthy meals is expected to remain constant. The encouraging industry outlook thus bodes well for Healthy Meals

Enterprise, a start-up enterprise, to penetrate the market, create stable volume of sales, and achieve continuous cash flows in the initial years of operation.

3.2 Industry Trends

There are quite a number of notable trends that are presently being witnessed in the F&B sector in Malaysia, specifically in the healthy F&B category. From a societal and medical standpoint, the increasing number of obese, diabetic, and lifestyle-related ailments being witnessed in Malaysia is causing consumers to take due notice of their dietary lifestyles. Consequently, there is an ever-growing demand among consumers for fresh and healthy foods that are lower in calories and higher in protein.

From economic as well as lifestyle aspects, increased working hours, two-income earners in many households, and student pressure to perform in academics have contributed to greater dependence on food services offering ready-to-eat meals. These consumers are no longer like in previous years; they are willing to pay extra to have meals providing health benefits along with convenience to support the market of healthy meals.

Technologically speaking, the use of food delivery platforms like Grab Food and Foodpanda by numerous customers has changed consumer behavior when making purchases. Such platforms make it easy for a healthy food business startup to enter the marketplace with a lack of significant expenditure on brick-and-mortar stores yet deliver quick results and scalability.

From an institutional perspective, the “War on Sugar” campaign launched by the government emphasizes healthy eating, and public health awareness campaigns also contribute to this. Following healthy eating guidelines, along with food safety and halal certification, builds more trust in consumers to develop healthy eating enterprises.

3.3 Key Success Factors in the Industry Food and Beverages (F&B)

The success of the healthy food market requires factors that are beyond the typical food business. First, the nutritional value and food safety of the products are paramount because the consumers of healthy food are very sensitive to food ingredients, freshness, and nutritional values. Secondly, the pricing of the products should be favorable, especially in Malaysia because the main market for healthy food in Malaysia comprises students and working citizens.

Third, innovation for menu and functionality have become paramount in maintaining consumer engagement. Health food establishments have to innovate different meal combinations like high-protein meals, balanced sets, or low-calorie meals, for instance, with differing nutritional requirements. Fourth, operational effectiveness, or rather convenience, has become a significant factor since consumers buy health food owing to this aspect as well.

Research on Malaysia's food and beverage industry also stresses that building brand integrity, service, innovation, and delivery systems are some of the most important factors for a business to be considered a success (Ahmad et al., 2024). The Healthy Meals Enterprise is therefore aligned to factors for a successful business by offering nutritious food, at an affordable cost, and incorporating digital delivery services.

3.4 Long-Term Industry

The future prospects of the Malaysian F&B industry, especially in the realm of healthy meals and eating convenience products, look highly optimistic due to real-world developments in the industry such as the expansion of urbanization in Malaysia, the growing health consciousness of the population of Malaysia, and the extensive usage of online food delivery services in Malaysia. This highlights that the market for health food has a bright long-term future instead of just being a short-term trend in consumer behavior in Malaysia.

Healthy Meals Enterprise is a start-up and a new entrant into the market as it ventures into this sector. It avails itself in a growing niche rather than targeting a traditional fast food sector that is saturated. In the short term, it is anticipated that the organization will strive to attain operational stability and sustain daily sales. This is a critical aspect of

the organization as it facilitates financial breakeven as it is able to sustain daily revenues based on repeated sales from students and working individuals.

It is apparent that the expected rate of sales, alongside the expected control of costs, ensures Healthy Meals Enterprise has a bright outlook in covering its start-up costs. The expected rate of sales per day, production based on servings, as well as expected operational costs, ensures a positive operational cash flow that ensures a gradual repayment of start-up costs. The financial outlook of Healthy Meals Enterprise ensures a positive ROI, which shows that the business venture is not only feasible but also sustainable in nature.

Over time, with enhanced customer loyalty and efficiency, Healthy Meals Enterprise will enjoy the advantages of scale economies, enhanced profitability, as well as enhanced business growth opportunities as a result of partnerships and menu variations. This will promote enhanced revenue growth with cost efficiency, further improving profitability. Generally, with favorable industry conditions, uninterrupted industry demand, and high revenue potential, Healthy Meals Enterprise is well-justified, indicating that it has high prospects for gaining a positive return on investment within a reasonable time.

4. PRODUCT OR SERVICE DESCRIPTION

4.1 Opportunity

The reason for the establishment of Healthy Meals Enterprise is based on the rise in the number of Malaysians affected by lifestyle-related diseases such as obesity, diabetes, and cardiovascular diseases. Of course, all these health problems can be attributed to unhealthy eating habits, and the increasing demand for fast food and processed meals by Malaysians, especially in the urban area, provides a great opportunity for Healthy Meals Enterprise.

Moreover, contemporary urban life is associated with long working hours, academic pressures, and a hectic schedule. All these make the time and capacity of individuals to engage in preparing nutritious meals limited. Eating out becomes a norm, and unhealthy nutrient intake becomes an area that health awareness has not yet impacted. A mismatch in health awareness and the conduct of people in terms of eating healthfully creates a glaring market need for Healthy Meals Enterprise.

Healthy Meals Enterprise has its roots in the need to establish this challenge in the area of public health into a functional business. Through the provision of healthy, nutritious, and convenient meals, the enterprise not only takes care of the lifestyle constraints and the dietary shortcomings, but it also presents a tremendous business opportunity in this manner for Healthy Meals Enterprise to position itself in the field of preventive healthcare.

4.2 Details of Product and Service

Healthy Meals Enterprise's offering is ready-to-eat, pre-portioned meals made from fresh ingredients. The offerings might include well-balanced meals, high-protein meals, vegetable meals, and healthy drinks meant to help in meeting nutritional and weight requirements and facilitating healthier lifestyles. Some of the offerings that can be made in the menu, and their products have been given in the appendix *Figure 2*.

The functional qualities of the offered product include portion control, macronutrient proportioning, as well as diversity in meals that suit varied food preferences. The meals are processed through scientific food production methods to maintain quality standards. Another vital aspect of the business is that it uses eco-friendly food packing materials that support sustainable practices in accordance with the environmental stewardship principles of brand identity *Figure 5*.

From the service point of view, the nature of services offered by the enterprise, Healthy Meals Enterprise, involves walk-ins, customer pickup, and food delivery services. This way, the enterprise has ensured that services are scalable. By leveraging online services, the enterprise has been able to tap into the convenience-oriented millennial generation.

4.3 Market Fit

Healthy Meals Enterprise is placed in the competitive healthy food market. The target market for Healthy Meals Enterprise is the mass market. This is as opposed to being placed in the healthy diet meal market for the rich. In this case, Healthy Meals Enterprise aims to provide students and working-class members with affordable healthy meals. This makes Healthy Meals Enterprise compete favorably with fast food while Healthy Meals Enterprise provides healthier nutrition.

The product meets contemporary market realities by being attuned to economic sensitivity and lifestyle demands. Malaysian consumers, especially the youth, look for food solutions that are cost-effective, time saving, and health supportive. Healthy Meals Enterprise positions its offerings and strategy in line with these demands. This positioning strategy has been depicted graphically in the appendix *Figure 3*, which shows that the healthy meals enterprise strikes an optimal balance between health and economic aspects and convenience.

In addition to that, the integration of food delivery services will ensure that Healthy Meals Enterprise keeps up to date with the latest consumer behaviors. By incorporating convenience elements to the offering, the product is therefore still relevant and competitive in the growing demand-driven food culture.

4.4 Value Proposition

The value chain of Healthy Meals Enterprise revolves around three core points: enhancement of health, economic viability, and flexible living. Consumers in this care venture will benefit from well-balanced nutritional food, which will promote healthier living habits and minimize health hazards related to improper nutrition. The aforementioned health value chain or point aligns the company with health care.

Economically, Healthy Meals Enterprise provides an affordable alternative healthy meal service option compared to other healthy meal services. Most healthy diets currently available on market cost a lot of money and cannot be afforded by students and middle-class people. Healthy Meals Enterprise provides healthy food at an affordable cost, making healthy living accessible.

From a lifestyle viewpoint, Healthy Meals Enterprise ensures cost savings in terms of the effort and time involved in menu preparation and grocery shopping for the customer. Prepared meals mean the customer doesn't have to invest in preparation efforts, and the food is healthy and nutritional as well. Healthy Meals Enterprise encompasses the entire value chain in tackling health and lifestyle issues.

4.5 Anticipated Customer Demand

The primary target market of Healthy Meals Enterprise involves students, working adults, and health-conscious individuals who need convenient and nutritious food to help sustain their daily activities. This target segment includes a young adult generation of professionals who are highly conscious about living a healthy life. The enterprise targets consumers who have limited time to prepare meals but are highly motivated to make healthier dietary choices. This target market segmentation is depicted in the appendix *Figure 2*.

Customers would require ready to eat healthy meals that meet one's daily nutritional needs, weight control, and improvement of lifestyle in general. Products that would address this need include balanced meals, high-protein meals, vegetarian meals, and healthy beverages suitable for daily consumption. The range of products on offer enables Healthy Meals Enterprise to attract different clienteles based on the intake and health objectives of each and every target market, consequently raising the potential size of one's customer base and stability.

The demand for its products is enhanced by increased health awareness, heightened cases of lifestyle-related diseases, busy urban routines, and increased dissatisfaction with the unhealthy foods offered by fast food retailers. Consumers now seek healthier solutions that will not involve food preparation and remain available and affordable. Such a behavior change justifies a long-term sustainability of demand for healthy ready-to-eat meals.

Healthy Meals products will be distributed in the market through physical outlets within Setia Alam, customer pick-up services, and online food delivery platforms. This multicategory distribution approach ensures broad market reach, convenience, and constant accessibility by customers. Digital platforms assist this enterprise in reaching customers whose preference is ordering products online for home delivery.

The demand of the customers will be constantly occurring day in and day out, specifically during lunch and dinner times of the day, on weekdays, and more so on academic or working days. These high-consumption periods reflect common eating patterns among students and working adults, indicating strong potential for stable and recurring sales.

These are to be matched by Healthy Meals Enterprise through systematic daily production planning, efficient operational workflows, digital ordering systems, and strategic delivery partnerships. In aligning product availability with consumer lifestyle patterns and utilizing technology-driven service channels, the enterprise ensures that customer needs are continuously satisfied to sustain long-term market demand.

4.6 Existing Competition

Healthy Meals Enterprise carries out its business in a competitive field that involves both direct and indirect competitors. The direct competitors include healthy food chains such as Dietlicious and Dietmonsta. The business model of both companies involves structured diet programs and meal subscription offerings. The indirect competitors include fast food chains and street vendors.

However, the healthy food competitors focus on a premium price, making it difficult for students and middle-class groups to afford. On the other hand, fast food is convenient and affordability is a key aspect. This interprets the need for a healthy food enterprise to emerge, providing customers with healthy, convenient, and affordable food options.

The distinguishing factors of the enterprise include balanced pricing, variety in menus, environmentally friendly operations, and integration of digital technologies. This differentiation can be clearly seen in the appendix *Figure 3* where it is evident that the Healthy Meals Enterprise is the only one offering high health value, convenience, and affordability at the same time.

5. MARKET ANALYSIS AND STRATEGY

This report examines the market sector within which Healthy Meals Enterprise operates, in addition to highlighting market approaches through which customers are targeted to succeed in the Food & Beverages industry.

5.1 Market Analysis

Market analysis serves to collectively understand the market. It helps to identify target customers as well as analyze the competitive market to gauge the demand for the business. In Healthy Meals Enterprises, the analysis of secondary data as well as market data helped to facilitate the analysis of the market for the organization. The sources of the data include Department of Statistics Malaysia (DOSM), National Health & Morbidity Survey (NHMS), as well as publications like KLSC Screener.

Industry growth and demand information is backed by statistics and industry forecasts, as cited in Appendices A, illustrating the growth and size of the Food and Beverage Industry in Malaysia. Furthermore, health-related market opportunities shall also be justified in terms of the trends in obesity and BMI for the entire population in Malaysia, as depicted in Appendix B (Figure 6), which clearly shows an increasing number of overweight and obese citizens reflecting the increasing awareness and demand for healthier eating alternatives.

In addition, the competitive environment in the market for healthy meals is analyzed by comparing direct and indirect competitors. The relative strengths and weaknesses of the major competitors are presented in the Appendix, Figure 6. This analysis identifies the market gap between the high-priced suppliers in the healthy food market and the fast food market, providing a rationale for the market opportunity for the Healthy Meals Enterprise to fill by providing healthy meals at a reasonable cost.

5.1.1 Marketing Objectives

The primary marketing objectives of Healthy Meals Enterprise are to:

1. Penetrate the healthy meals market in Setia Alam, Seksyen U13.
2. Build awareness of affordable and nutritious meal options.
3. Achieve sustainable sales growth within the first three years of operation.
4. Establish a loyal customer base among students, working professionals, and health-conscious individuals.

5.1.2 Market Segmentation and Target Market

Target market segmentation for Healthy Meals Enterprise is done using demographic, lifestyle, and behavioral variables. Target market segments include college-going and working individuals who are health-conscious and have limited time to prepare healthy meals. Of late, rising urbanization and busy lifestyles have compelled people, especially in cities like Selangor, to depend heavily on prepared food services (Alsubhi et al., 2023).

An increasing awareness of health issues among Malaysians is also observed. Based on the National Health and Morbidity Survey (NHMS) 2023, 54.4% of the adult population in Malaysia is either overweight or obese, showing that there is an increasing need to eat healthier meals (Institute for Public Health, 2024). Thus, there is ample demand for healthier and well-balanced meals that can be conveniently enjoyed. The target market is therefore favorable and ripe for business.

5.1.3 Market Size and Demand

The Malaysian Food and Beverage (F&B) industry is one of the main contributors to the economic activities in Malaysia and is growing continuously. According to the Economic Census 2023, the gross output produced by the F&B Services Industry in 2022 was valued at RM99.0 billion, clearly reflecting the important contribution of the F&B Industry to the Malaysian economy (Department of Statistics Malaysia [DOSM], 2023). Apart from the above, the analysis on the Industry has revealed that the F&B Industry in Malaysia registered a revenue value of about RM228.66 billion in 2023, with a CAGR of 7.95% from 2023 to 2027 (KLSC Screener, 2025).

Various determinants have impacted the growing market size as well as demand in the food and beverage industry. This includes improved disposable income, changing lifestyle, booming urbanization, and increasing working hours, which have led to an increase in the dependency of consumers on food service organizations instead of homely food. On the other hand, there is also an increasing change in the preferences of consumers to have healthy food along with convenience, especially among urban consumers due to their hectic schedules in preparing healthy food (Alsubhi et al., 2023).

Moreover, there is greater awareness among people regarding health matters such as obesity and lifestyle diseases, thus making a significant impact on food consumption culture. With increasing health consciousness among many people, there is a growing demand for alternate health food. Additionally, market potential for health food is vast within urban settings such as Setia Alam, which are populated with office-goers, students, and family units. Healthy Meals Enterprise is thus poised for significant sales with regard to health food, given these trends.

5.1.4 Competitor Analysis

Direct rivals, as illustrated in the appendix in Table 6, include Dietlicious and Dietmonsta, who have strong health-based brands and diet plans, which appeal to health-oriented consumers. Nevertheless, the direct rivals include a weakness based on higher prices and a lack of affordability, especially amongst students and young professionals. This is a weakness in terms of market accessibility for price-oriented consumer groups.

Indirect competitors like fast food chains have a strong position because they show low prices and are widely accessible. However, they have low nutrition value, which may not attract those focusing on healthy eating. These competitors, as shown in Table X, have not been able to address well the need for healthy yet inexpensive food.

From the competitor comparison shown in the Appendix in Table 6, there appears to exist a market gap in terms of the pricing of healthy meal service providers and fast food competitors. The intention of Healthy Meals Enterprise is to meet the market gap created due to the demand for nutritious and healthful yet inexpensive food, coupled with the advantage of convenient food deliveries.

5.1.5 SWOT Analysis

SWOT analysis enables the examination of factors that might impact the performance and viability of Healthy Meals Enterprise. The analysis will help the company design strategies that could make the most of its strengths and strive to mitigate its weaknesses while capitalizing on its opportunities amidst the threats of the Food and Beverages (F&B) industry.

	Opportunities (External, Positive)	Threats (External, Negative)
Strengths (Internal, Positive)	<p>Strength–Opportunity Strategies</p> <ol style="list-style-type: none"> 1. Healthy Meals Enterprise can leverage its specialization in healthy, well-balanced, and home-crafted meals to capitalize on rising health consciousness amongst the people of Malaysia, especially those who are concerned with obesity-related ailments. 2. The company’s value-for-money pricing policy also enables it to target other customers who are students and working people looking for health-filled foods but do not wish to pay top-dollar prices. 3. Being strategically located in Setia Alam, a developing commercial area that thrives over time, the business will benefit from having access to a vast potential clientele who are office-going individuals, as well as university and school-going children and their parents. 4. The adoption of natural ingredients and few preservatives makes the product more reputable and enables the business to capitalize on the campaign being sponsored by the government to live a healthy lifestyle. 	<p>Strength–Threat Strategies</p> <ol style="list-style-type: none"> 1. To withstand the strong level of competition in the F&B sector, a key area for the Healthy Meals Enterprises to differentiate itself, compared to the fast food joints, is its differentiated products. 2. Offering continued quality as well as flavor will thus ensure competition for the company among well-established healthy food delivery services, which are obviously well-branded. 3. The company can leverage its malleability in terms of its operation as a small company to make quick changes in its menu and prices based on consumer preferences. 4. Healthy Meals Enterprise can limit the effects of aggressive price competition exerted by fast food outfits by concentrating on customer satisfaction and repeat business.
Weaknesses (Internal, Negative)	<p>Weakness–Opportunity Strategies</p> <ol style="list-style-type: none"> 1. Being a new brand with not much awareness in the market, Healthy Meals Enterprise can make use of online marketing tools and social networking sites for raising brand awareness at 	<p>Weakness–Threat Strategies</p> <ol style="list-style-type: none"> 1. In order to avoid problems of increasing costs of raw material and operation costs, Healthy Meals Enterprise must be guided by cost control and inventory management practices such as the FIFO method.

	<p>relatively lower costs by leveraging the popularity of online food ordering applications.</p> <p>2. The problem of limited productions capacities in the initial start-up may be overcome by concentrating on the products with higher demands and then step by step increasing the productions.</p> <p>3. The business can make strategic alliances with fitness centers, colleges, and workplaces to expand the customer base and minimize marketing expenses.</p> <p>4. Health diet support programs by the government offer leeway for cooperation and support for the company to counter the challenge of credibility as a newcomer.</p>	<p>2. To counter dependence on third-party delivery services, encouraging pick-up by customers and loyalty programs can be done to minimize commission costs.</p> <p>3. The limited financial resources mean that the company must exhibit caution in budgeting and slow growth to avoid taking high risks.</p> <p>4. Continuous training of the staff members combined with SOPs will help in retaining quality and efficiency regardless of the competitive threats.</p>
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Table 1: SWOT Matrix for Healthy Meals Enterprise

From the SWOT analysis, it is clear that Healthy Meals Enterprise is positioned to effectively compete in the emerging market of healthier foods, offering cost-effective and nutritious meals. The strengths of the business relating to healthier food and its location have aligned well with external opportunities created by increased awareness and dependence on meals delivery services. This is indicative of high demand for products from Healthy Meals Enterprise.

On the other hand, the findings also point out weaknesses and threats that need proper management. Given that it is a new entrant into the competitive food and beverage industry, Healthy Meals Enterprise is also susceptible to challenges involving brand awareness, cost management, and rivalry between healthy food vendors and fast food vendors. By adopting the proper online marketing campaigns, ensuring cost

efficiencies, and constantly focusing on the superiority of the products, the enterprise will overcome these weaknesses.

In conclusion, from the above SWOT analysis, it can be confirmed that Healthy Meals Enterprise possesses the strategical capability to leverage on the strengths to offset weaknesses, while overcoming the threats posed in the external environment, thus confirming the viability as well as competitiveness of the venture in the Malaysia F&B sector.

5.1.6 Sales Forecast

Healthy Meals Enterprise forecasts that there will be a consistent increase in sales in the initial three years of the business. The sales volume will also increase from an estimated 5,000 meal units in the first year to higher figures as public awareness gets heightened. Market share will also increase from 5% in the first year to 10% in the third year.

5.2 Market Strategy

The market strategy reveals how Healthy Meals Enterprise will create a competitive advantage over others in order to gain more customers. The company will pursue a value-based differentiation strategy in terms of health, affordability, and convenience. The strategy is directly linked to meeting the unmet need in the marketplace that was established in the market analysis.

The marketing strategy of Healthy Meals Enterprise is organized around the framework of the marketing mix (4Ps) presented below in the Appendix (Figure 7). The product strategy will consider healthy, well-balanced, and customizable dishes offered through the use of healthy ingredients. The pricing strategy will target students and working professionals. The promotional strategy is concentrated on online platforms and food delivery applications.

Through harmonization of its market strategy to focus on trends, demands, and weaknesses in the competitors, as gathered from the market analysis, Healthy Meals Enterprise places the company in a competitive position in the Malaysia food services sector.

5.2.1 Product Strategy

Healthymeals Enterprise is meant to offer fresh food, with natural ingredients and fewer preservatives. Their food needs fewer calories, high proteins, and vegetarian food, thus meeting all sorts of needs. Customer customization is provided, thus increasing consumer value, which is appropriate for modern consumers with customized needs, as explained by NZMP (2025).

5.2.2 Pricing Strategy

The value pricing approach will be used to ensure that students and working-class people have access to the services without compromising quality. This will give the company a competitive edge over others that provide health foods at a higher price as well as fast foods.

5.2.3 Promotion Strategy

However, the promotion campaign will mainly concentrate on online marketing, such as social media and food delivery apps like GrabFood and Foodpanda. Online marketing is an inexpensive and powerful force that determines food purchasing behavior among city dwellers (Alsubhi et al., 2023).

5.2.4 Distribution Strategy

Additionally, for the distribution of products, it has been noted that it shall happen through walk-in sales, customer pick-up, and third-party delivery services. The distribution approach shall help ensure convenience with low operational costs, given that it is still in its initial stages.

5.2.5 Sales Tactics

The sales strategies include promotional prices when offering the products in Setia Alam, loyalty programs, and collaborations with gyms, schools, and working places in Setia Alam. The strategies are meant to promote repeat purchase.

6. OPERATION PLAN

6.1 Development

So far, we have taken several initial steps to ensure the smooth operation of our Healthy Meals Enterprise. Setia Alam has been identified as a potential location as the area has a rapidly growing population and demographic that suits the target customers, such as office workers and students. In terms of equipment sources, basic kitchen needs will be sourced through an e-commerce platform and a Commercial Equipment Supplier, while other equipment will be sourced from equipment stores and e-commerce. For the supply chain, local raw material suppliers have been identified through wholesale markets, as well as small organic suppliers to ensure the quality and freshness of raw materials.

Initial relationships have been established with local eco-friendly packaging suppliers, and discussions are underway with food delivery platforms such as GrabFood, FoodPanda, and Misi to expand distribution channels. From a workflow perspective, the production process begins with the receipt of raw materials from suppliers, followed by quality inspection and storage in the freezer and refrigerator using the FIFO system, then menu preparation by kitchen staff, packaging using a biodegradable meal box, and finally distribution either via customer pick-up or delivery by logistic partners. A clear and simple workflow can be found in *Figure 4*.

6.2 Production

In terms of production, each meal box is expected to take around 15 to 20 minutes to prepare, including the packaging process. With a workforce of the kitchen staff, daily production capacity is estimated to be 70 meal boxes, based on the average preparation time. In terms of the implementation schedule, production operations are expected to begin approximately one month after the premises are rented, following installation equipment, carried out testing, and staff preparation is fully completed.

6.3 Facilities

Healthy Meals Enterprise operations will be carried out in small shop premises in Setia Alam, located in a commercial area, ground floor shop lot, and easily accessible to customers from Shah Alam and Klang. This location was chosen because it is close to residential and office areas, and an area of student attraction. In terms of geographical and building requirements, the premises need to be in a commercial area with high traffic flow, adequate parking, and ground floor position for easy access to customers for walk-in and pick-up, and for food delivery. *Figure 6* shows the chosen area in Setia Alam.

The size of the premises is 1,540 square feet (about half the area of a tennis court), sufficient to accommodate a commercial kitchen, toilets, a counter, a small space for dine-in, and a raw material store. In terms of costs, the premises will be rented for RM2,600 per month, while utility costs are approximately RM1,500 to RM2,200, depending on operational hours and equipment usage. For a better look, can refer to the appendices. Maintenance is estimated at RM500 per month, including basic equipment maintenance. For approval, operations require a business license from the Majlis Bandaraya Shah Alam (MBSA) and approval from Kementerian Kesihatan Malaysia (KKM).

6.4 Staffing

The business operations will start with five employees, where this staff structure is specifically designed to ensure that daily operations run smoothly, marketing is implemented effectively, and food quality is always guaranteed. Two employees will be hired as managers for operational and marketing purposes. An operations manager will be responsible for managing daily operations, including inventory, supplies, and compliance, while a marketing manager will manage digital promotions, partnerships, and customer engagement. Two kitchen staff will be assigned to prepare the daily menu, maintain kitchen cleanliness, do packaging. A cashier will be hired to provide customer service, operate the POS system, and pick-up order management.

All staff will be employed on a full-time basis with an annual contract, and each position will be given appropriate training, basic food safety training from KKM, and internal training on recipe standards for kitchen staff and POS system, and basic customer service training for cashiers. The marketing manager will be given the use of digital marketing platforms training as well as basic branding and customer engagement courses, while the operations manager will undergo food operations management training as well as basic HACCP and food safety courses.

In terms of recruitment, all staff will be recruited through valid job platforms such as JobStreet, LinkedIn, and university portals for fresh graduate students. For the kitchen staff position, priority will be given to candidates with experience in the F&B industry, while the marketing and operations manager position will go through a formal interview process with preference given to candidates with experience in the field of management and digital marketing.

6.5 Equipment

Basic kitchen equipment required includes a freezer, air fryer, refrigerator, sinks with compartments, and a prep table. This also includes a few operational support tools like the POS system, storage racks, air conditioning, and dining tables and chairs. All this equipment will be obtained through e-commerce platforms such as Shopee, Lazada, and the official FNB Stores website. We will also acquire equipment from physical stores such as IKEA, DAIKIN, and PANASONIC, as well as from a One-Stop Commercial Equipment Supplier, namely F&B EQUIPMENT SDN. BHD. The estimated total cost of the equipment has been provided in the appendices for further reference.

6.6 Supplies

Key raw materials such as proteins and vegetables will be sourced from the Selangor Wholesale Market to ensure competitive prices. Proteins are the main ingredients for healthy meals such as chicken breast, eggs, and dory. For vegetables, we will focus on fresh and low carbohydrates like salad, tomato cherry, cucumber, onion, and garlic. Other ingredients will be sourced from a large supermarket like Jaya Grocer and Target. These supermarkets will also be used as an alternative source if any disruption occurs in the supply of raw materials.

For the meal box packaging, we would use biodegradable meal boxes from a Malaysian packaging supplier named Foodabox, with an estimated cost of RM0.40 per unit. An example of packaging can be seen in *Figure 5 in the appendices*. Based on a production target of 420 boxes per week, the total monthly usage is estimated at 1,680 units at a cost of RM672. This equates to an annual cost of around RM8,064. Healthy Meals Enterprise will implement a strict inventory management system to ensure the freshness of raw materials and reduce waste. A FIFO (First In, First Out) system will be used, where the stock that arrives first will be the first to be used. Stock checks will be conducted daily by kitchen staff to monitor raw material levels, ensure no expired materials, and maintain the food safety standards. All inventory records will be recorded using a POS system.

7. MANAGEMENT TEAM AND COMPANY STRUCTURE

This business will be registered as an Enterprise under the Suruhanjaya Syarikat Malaysia (SSM) align with the Registration of Businesses Act 1956. The company's ownership is entirely by the founder with full control over the operations and profits. Besides that, Healthy Meals Enterprise will also acquire a business license from Majlis Bandaraya Shah Alam (MBSA), health approval from the Kementerian Kesihatan Malaysia (KKM), and comply with the commercial zone requirements for food premises. To increase customer credibility and confidence, the company also plans to apply for a Halal Certificate from JAKIM once the operation is stable. All kitchen staff will also be required to take a basic Food Handler Training Certificate as prescribed by the KKM.

7.1 Management Team

The management team for Healthy Meals Enterprise consists of key individuals which ensures that operations run smoothly and business strategies are implemented effectively. An Operations Manager will be responsible for handling daily operations, including inventory management, supplier relations, and compliance with food safety standards, with a compensation package of a fixed monthly salary, KWSP, SOCSO, and allowances. A Marketing Manager will be responsible for planning and implementing digital marketing strategies, establishing partnerships with gyms and universities, and managing customer promotions, with a compensation package of a fixed monthly salary, KWSP, SOCSO, and allowances.

Apart from that, the team will also be supported by key employees, namely the Kitchen Staff. Healthy Meals Enterprise will hire two Kitchen Staff who are responsible for preparing the daily menu, maintaining the kitchen cleanliness, packing meal boxes, and ensuring consistency of taste and food quality, with a compensation package of a fixed monthly salary, KWSP, SOCSO, and allowances. A Cashier will also be hired to handle walk-in customer payments, operate the POS system, provide customer service, and assist in managing pick-up orders, with a compensation package of a fixed monthly salary, KWSP, SOCSO, and allowances. The team's resumes are provided in appendices.

7.2 External Resources and Services

The external resources and services proposal for Healthy Meals Enterprise includes the external support needed to ensure smooth operations and compliance with food industry standards. Among others, Healthy Meals Enterprise will work with suppliers of raw materials and kitchenware to ensure fresh and continuous supply. Besides that, the company will obtain pest control services to control cockroaches and rats, which is important for the cleanliness of the premises and compliance with health licenses. In terms of technology, internet services will be used to support the POS system, cashless payments, and marketing through social media.

The company will also ensure that POS system support is available for the purpose of maintaining and updating the sales system. In terms of finance, Healthy Meals Enterprise will use outsourced accounting services to manage financial records and provide basic reports. Outsourcing selected services helps reduce operational costs and allows the business to focus on core activities during the startup phase (Zaharudin, et al. 2024). This aims to complement the company's internal operations with external professional support, thus increasing efficiency, cleanliness, and business credibility.

7.3 Human Resources

Position	Number of Staff	Monthly Salary (RM)	Allowance (RM)	KWSP & SOCSO	Total Monthly Cost (RM)
Operations Manager	1	2,800	200	Included	3,000
Marketing Manager	1	2,500	200	Included	2,700
Kitchen Staff	2	1,900	200	Included	2,100
Cashier	1	1,700	200	Included	1,900
Total	-	-	-	-	= 9,700

7.4 Advisory Board

At this early stage, the company will not establish a formal advisory board. However, the company plans to appoint an F&B industry advisor within a year to support strategic growth.

8. FINANCIAL PROJECTION

Start-up Costs

A.START-UP COSTS	RM
Capital Expenditure: Administrative	
POS System & Software	1,500
Cashier table & chair	800
Subtotal	2,300
Capital Expenditure: Operations	
Refrigerator	2,500
Freezer	2,600
Sink with compartment	2,000
Air fryer	1,200
Stainless steel prep tables	2,400
Storage racks	1,200
Dining table & chair	2,400
Air-conditioner	1,800
Subtotal	17,600
One-Time Start-up Expenditure	
Business Registration (SSM)	100
Business Licence (MBSA)	400
Health & Food Handling Approval	500
Halal Certification (JAKIM)	100
Subtotal	1,100
One Pre-Operations Expenditure	
Rental deposit	5,200
Advance rental	2,600
Setup	1,000
Initial packaging	84
Initial raw material	923
Utilities deposit	900
Cleaning & sanitisation	300
Subtotal	11,007
Start-Up Costs	32,007

Working Capital

WORKING CAPITAL (MONTHLY)	RM	FIXED	VARIABLE
Marketing			
Content & design	60	✓	
Promotion & discount	840		✓
Subtotal	900		
Administrative			
Internet & phone	200	✓	
Accounting	300	✓	
Subtotal	500		
Operation			
Shop rental	2,600	✓	
Utilities	1,800	✓	
Maintenance	500	✓	
Staff salary (include KWSP + SOCSO)	14,332	✓	
Raw materials	7,325		✓
Packaging materials	672		✓
Delivery platform charges	650		✓
Subtotal	27,879		
Others Expenditure			
Miscellaneous expenses	200	✓	
Cleaning & pest control	300	✓	
Subtotal	500		
Total Working Capital	29,779		
Total Working Capital Required (3month)	89,339		
Working Capital + Contigencies (10%)	98,273		

Start-up Capital and Financing

ESTIMATED START-UP CAPITAL	RM 130, 280
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FINANCING	
Equity : Share & Venture Capital	50,000
Loan	80,280
Annual Interest Rate	5%
Loan Duration (years)	7 years

9. PROJECT MILESTONES

Activities	Deadlines
Incorporation of the venture	9 March 2026
Completion of design and development	19 March 2026
Ordering of materials in production quantities	8 April 2026
Setup of facilities	28 April 2026
Recruitment and staff training	4 May 2026
Completion of prototypes	8 June 2026
Obtaining of sales representatives	29 June 2026
Starting of production or operations	1 July 2026
Receipt of first orders	6 July 2026
Delivery of first sales	27 July 2026
Signing of distributors and dealers	3 August 2026

10. CONCLUSION

Overall, Healthy Meals Enterprise has great potential to grow as a startup in the healthy food industry in Malaysia. With a clear vision and mission, products that meet the needs of modern lifestyles, and a comprehensive marketing strategy, the company can attract customers from various segments, including students, workers, and health-conscious individuals.

Industry analysis shows that the demand for healthy food is increasing, in line with public awareness of health and lifestyle issues. The company's ability to offer balanced, nutritious food at affordable prices provides a competitive advantage over existing competitors.

From an operational perspective, Healthy Meals Enterprise has carefully planned the management, facilities, equipment, and workforce aspects needed to ensure smooth operations. Financial projections also show positive cash flow and continuous profits in the medium and long term.

Therefore, with a combination of effective marketing strategies, systematic operational management, and strong market support, Healthy Meals Enterprise is confident that it will be able to achieve its goal of becoming a trusted, competitive, and sustainable provider of healthy food in Selangor and Malaysia as a whole.

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12. APPENDICES



ZAHIN FARZANAH BINTI SAHALIZAM

Position: Operations Manager

011-58583234 | zhinfrzna@gmail.com

Jln Setia Perdana U13/28, Alam Nusantara,
40170 Shah Alam, Selangor

SUMMARY

Currently managing daily operations, supplier relationships, and compliance for Healthy Meal Box. Experienced in supply chain management and food safety compliance. Strong leadership and problem-solving skills.

WORK EXPERIENCE

Assistant Supply Chain Manager – F&B Equipment Sdn. Bhd. Jan 2019 - Dec 2020

- Managed procurement and logistics for kitchen equipment distribution.
- Negotiated supplier contracts, achieving 15% cost savings.
- Supervised warehouse operations and improved delivery timelines.

Restaurant Operations Supervisor – Selera Kampung Café Jan 2021 - Dec 2025

- Oversaw daily operations including staff scheduling, supplier management, and inventory control.
- Implemented HACCP food safety standards, reducing compliance issues by 30%.
- Coordinated with marketing team to launch seasonal menu promotions.

Current Role – Operations Manager, Healthy Meal Box Present

- Leading daily operations, supplier relationships, and compliance.
- Ensuring smooth workflow and food safety standards for meal box production.

EDUCATION

Bachelor Degree (Hons) in Business Administration Sep 2016 - Sep 2018
University of Technology MARA

ADDITIONAL INFORMATION

- **Technical Skills:** Microsoft Excel, Project Management, Communication, HACCP Food Safety
- **Languages:** English, Malay
- **Key Competence:** Leadership, supply chain management, compliance, decision-making, workflow optimization



NUR MAISARAH BINTI CHE AZIZ

Position: Marketing Manager

017-9806267 | maisarahaziz@gmail.com

Pangsapuri Seri Baiduri, Jln Setia Gemilang

U13/47, Setia Alam, 40170 Shah Alam, Selangor

SUMMARY

Responsible for digital marketing campaigns, branding, and customer engagement for Healthy Meal Box. Skilled in social media management and content creation with proven ability to increase online visibility.

WORK EXPERIENCE

Digital Marketing Executive – FreshBites Café

Nov 2023 - May 2025

- Managed social media platforms (Facebook, Instagram, TikTok) and increased follower base by 40%.
- Designed promotional campaigns and collaborated with influencers to boost brand awareness.
- Conducted customer surveys and analyzed engagement data to refine marketing strategies.

Current Role – Marketing Manager, Healthy Meal Box

Present

- Leading digital marketing strategy and online campaigns for Healthy Meal Box.
- Managing branding initiatives and customer engagement across multiple platforms.
- Building partnerships and collaborations to expand market reach.

EDUCATION

Diploma in Business Management

July 2020 - July 2023

University of Malaya

ADDITIONAL INFORMATION

- **Technical Skills:** Canva, Facebook Ads Manager, Microsoft PowerPoint, Communication, Adobe Illustrator, Adobe Photoshop, Microsoft Excel
- **Languages:** English, Malay
- **Key Competence:** Digital marketing, branding, customer engagement, analytical thinking



NURUL FARHANAH BINTI OMAR

Position: Kitchen Staff

011-27006071 | nfarhanah@gmail.com

26-48, Jalan Setia Indah U13/9t, Setia Alam, 40170 Shah Alam, Selangor

SUMMARY

I am responsible for preparing daily menus and ensuring hygiene standards for Healthy Meal Box. Experienced in food preparation, catering, and maintaining consistency in taste and quality. Strong teamwork and time management abilities.

WORK EXPERIENCE

Catering Crew – D'Catering Services

Sep 2018 - Dec 2018

- Prepared and packaged meals for corporate events.
- Ensured consistency in taste and portion control.

Kitchen Assistant – Hotel Impiana

Jan 2019 - Mar 2020

- Supported banquet kitchen operations for large-scale events.
- Handled food plating and presentation.

Line Cook – Warisan Café

May 2020 - Oct 2025

- Managed daily cooking operations and supervised junior staff.
- Introduced new menu items and improved workflow efficiency.

Current Role – Kitchen Staff, Healthy Meal Box

Present

- Preparing daily menus, maintaining hygiene, and ensuring quality standards.
- Supporting kitchen workflow and packaging of meal boxes.

EDUCATION

Diploma in Culinary Arts

Sep 2016 - Sep 2018

TVET

ADDITIONAL INFORMATION

- **Technical Skills:** Cooking, Food Safety, Kitchen Equipment Handling, Packaging, Microsoft Word, Accounting
- **Languages:** English, Malay, Chinese
- **Key Competence:** Food preparation, hygiene, teamwork, consistency, time management



AISYA SOFIA BINTI MOHD SAIFUL BAHARUN

Position: Kitchen Staff

017-9598824 | aisyasofia@yahoo.com
Anjung Sari, Alam Nusantara, 40170 Shah Alam,
Selangor

SUMMARY

Currently responsible for packaging and quality control of Healthy Meal Box products. Skilled in food safety and hygiene with experience in catering and kitchen operations.

WORK EXPERIENCE

Kitchen Crew – Café Aroma

Sep 2025 - Jan 2026

- Assisted in food preparation and packaging.
- Maintained cleanliness and hygiene in kitchen area.

Current Role – Kitchen Staff, Healthy Meal Box

Present

- Handling packaging, labeling, and quality control of meal boxes.
- Supporting kitchen workflow and hygiene standards.

EDUCATION

Diploma in Foodservice Management
Food Institute of Malaysia

Sep 2020 - May 2023

Bachelor of Safety Food and Quality technology
UniKL

Sep 2023 - Sep 2025

ADDITIONAL INFORMATION

- **Technical Skills:** HACCP, Kitchen Workflow, Microsoft Excel, Communication, Foodservice
- **Languages:** English, Malay
- **Key Competence:** Food safety, packaging, teamwork, quality control



MIZA NUR RUZANA BINTI MOHD ROMZE

Position: Cashier

011-2426 9615 | mizaa@gmail.com
26-50, Jalan Zapin 1c, Bandar Bukit Raja, 41050
Klang, Selangor

SUMMARY

Currently handling customer transactions and POS system operations for Healthy Meal Box. Experienced in financial handling and customer service with strong multitasking ability. Skilled in maintaining accuracy under pressure and ensuring smooth customer experience.

WORK EXPERIENCE

Cashier – MyMart Convenience Store **Aug 2024 - Oct 2025**

- Managed daily cash transactions and reconciled sales reports.
- Assisted customers with purchases and maintained service quality.
- Operated POS system and handled both cash and e-payment transactions.

Current Role – Cashier, Healthy Meal Box **Present**

- Handling customer payments and POS system operations.
- Managing walk-in transactions, assisting with order pickups, and ensuring customer satisfaction.

EDUCATION

Diploma in Accountancy **Jan 2022 - May 2024**
University of Technology MARA

ADDITIONAL INFORMATION

- **Technical Skills:** POS System, Microsoft Excel, Communication, Problem-solving
- **Languages:** English, Malay
- **Key Competence:** POS system operation, customer service, payment handling, multitasking



Figure 1: Sample Healthy Meals Menu



Figure 2: Healthy Meals Target Market

Healthy Meals vs Competitors

Criteria	Healthy Meals	Fast Food	Diet Program
Price	Affordable	Cheap-Medium	Expensive
Health Value	High	X	X
Convenience	High	X	Medium

Figure 3: Comparison between Healthy Meals and Competitors

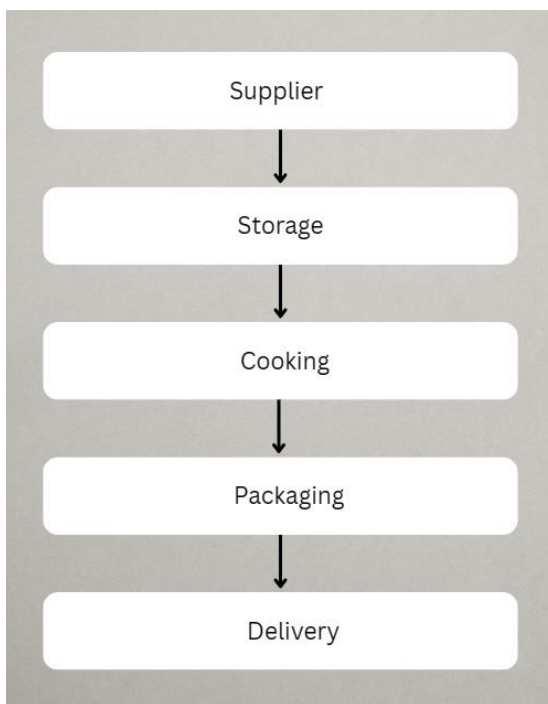


Figure 4: Flowchart

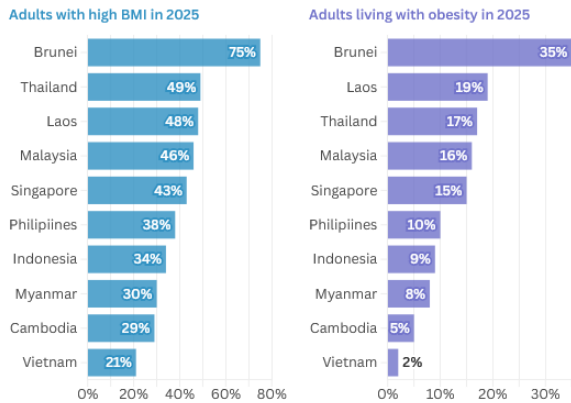


Figure 5: Healthy Meals packaging concept



Figure 6: Premises chosen area

Proportion of adults with high BMI and obesity in 2025



Source: World Obesity Atlas 2025

The Star

* A Flourish chart

Figure 6: Trend in Overweight and Obesity Among Adults



Figure 7: Marketing Mix (4Ps) Strategy of Healthy Meals Enterprise

CASH FLOW PRO-FORMA STATEMENT

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<u>CASH INFLOW</u>					
Share Capital	50,000				
Loan	80,280				
Cash Sales	272,160	408,240	544,320	598,752	658,627
TOTAL CASH INFLOW	402,440	408,240	544,320	598,752	658,627
<u>CASH OUTFLOW</u>					
Administrative Expenditure	6,000	6,000	6,000	6,000	6,000
Marketing Expenditure	10,800	10,800	10,800	10,800	10,800
Operation Expenditure	334,557	386,441	438,325	459,078	481,907
Cash Purchase	162,567	214,451	266,335	287,088	309,917
Payment of Account Payable	-				
Carriage Inward & Duty	-				
Salaries, EPF & SOCSO	171,990	171,990	171,990	171,990	171,990
Other Expenditure Pre-Operations	12,107	-	-	-	-
Deposit (rent, Utilities, etc.)	6,100	-	-	-	-
Business Registration & Licences	1,100	-	-	-	-
Other Pre-Operations Expenditure	4,907	-	-	-	-
Fixed Assets					
Purchase of Fixed Assets – Land & Building	-	-	-	-	-
Purchase of Fixed Assets – Others	17,600	-	-	-	-
Loan Payment (Principal)	11,469	11,469	11,469	11,469	11,469
Interest of Loan	4,014	4,014	4,014	4,014	4,014
Tax Payable	-	-	-	-	-
TOTAL CASH OUTFLOW	396,547	418,724	470,608	491,361	514,190
CASH SURPLUS (DEFICIT)	5983	(10,484)	73,712	107,391	144,437
BEGINNING CASH BALANCE	0	5983	(4591)	69,121	176,512
ENDING CASH BALANCE	5983	(4591)	69,121	176,512	320,949

PRODUCTION COST PRO-FORMA STATEMENT

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Raw Materials					
Opening Stock	-	-	-	-	-
Current Year Purchases	87,900	92,295	96,910	101,755	106,843
Ending Stock	-	-	-	-	-
Raw Materials Used	87,900	92,295	96,910	101,755	106,843
Carriage Inward	-	-	-	-	-
Labour (Salaries, EPF & SOSCO) Factory Overhead	100,800	105,840	111,132	116,689	122,523
Depreciation of Fixed assets (Operations)	3,520	3,520	3,520	3,520	3,520
Total Factory Overhead	104,320	109,360	114,652	120,209	126,043
Production Cost	199,220	201,655	211,562	221,964	232,886

PRO-FORMA INCOME STATEMENT

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Sales	252,000	320,000	380,000	440,000	500,000
Less: Cost of Sales					
Opening Stock of Finished Goods	-	-	-	-	-
Production Cost	192,220	201,655	211,562	221,964	232,886
Less: Ending Stock of Finished Goods	-	-	-	-	-
Gross Profit	59,780	118,345	168,438	218,036	267,114
Less: Expenditure					
Administrative Expenditure	6,000	6,000	6,000	6,000	6,000
Marketing Expenditure	10,800	10,800	10,800	10,800	10,800
Other Expenditure	-	-	-	-	-
Business Registration & Licences	1,100	-	-	-	-
Insurance & Road Tax for Motor Vehicle	-	-	-	-	-
Other Pre-Operations Expenditure	4,907	-	-	-	-
Interest on Loan	4,014	4,014	4,014	4,014	4,014
Depreciation of Fixed Assets (Administrative)	460	460	460	460	460
Total Expenditure	27,281	21,274	21,274	21,274	21,274
Net Profit Before Tax	32,499	97,071	147,164	196,762	245,480
Tax	-	-	-	-	-
Net Profit After Tax	32,499	97,071	147,164	196,762	245,840
Accumulated Net Profit	32,499	129,570	276,734	473,496	719,336

PRO-FORMA BALANCE SHEET

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ASSETS					
Fixed Assets (Book Value)					
Land & Building	-	-	-	-	-
Equipment	13,620	10,100	6,580	3,060	-
Current Assets					
Inventory of Raw Materials	-	-	-	-	-
Inventory of Finished Goods	-	-	-	-	-
Cash Balance	3,881	101,000	276,000	470,000	715,000
Other Assets					
Deposit	6,100	6,100	6,100	6,100	6,100
TOTAL ASSETS	23,601	117,200	288,680	479,160	721,100
Equity					
Share Capital	50,000	50,000	50,000	50,000	50,000
Retained Earnings	32,499	129,570	276,734	473,496	719,336
Liabilities					
Loan Balance	58,898	47,429	35,960	24,491	13,022
TOTAL EQUITY & LIABILITIES	23,601	117,200	288,680	479,160	721,100

Competitors	Strengths	Weaknesses
Dietlicious	Strong health branding, meal plans	High prices, limited affordability
Dietmonsta	Customizable meals, delivery service	Limited menu variety
Fast food outlets	Low price, wide availability	Low nutritional value

Table 2: Competitor Strengths and Weaknesses

Equipment	Quantity	Cost (RM)	Total Cost (RM)	Status
Refrigerator	1	2,500	2,500	To be purchased
Freezer	1	2,600	2,600	To be purchased
Sink with compartment	2	1,000	2,000	To be purchased
Air fryer	2	600	1,200	To be purchased
Stainless steel prep tables	2	1,200	2,400	To be purchased
POS system	1	1,500	1,500	To be purchased
Storage racks	3	400	1,200	To be purchased
Dining table & chairs	4	600	2,400	To be purchased
Air-conditioner	1	1,800	1,800	To be purchased
Total	-	-	17,600	-

Facility Requirements

- **Premises Location:** Commercial shop lot, ground floor in Setia Alam
- **Premises Size:** 1,540 sq ft
- **Premises Cost:** Rent RM2,600/month
- **Utility Cost:** RM 1,500 – RM2,200/month
- **Maintenance Cost:** RM500/month

Requirements:

- Adequate parking space
- Easy access
- High traffic area
- MBSA license
- KKM approval