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We hope that our effort is worth it by contributing a lot of marks towards getting a good grade in this Principles of Entrepreneurship subject. All of us have done our best to complete this project. Thank you.

LIST OF TABLES

Table 1: Company Name, Logo and Vision


Item	Description
Company Name	Bento Kampung
Logo	
Vision	“Showcasing Malay culinary heritage worldwide through convenient bento meals.”

Table 2: Expected Staffing Needs for Business Operations

Position	Number Required	Employment Type
General Manager	1	Full-time
Assistant Manager	1	Full-time
Operations Manager	1	Full-time
Financial Manager	1	Full-time
Administrative Manager	1	Full-time
Marketing Manager	1	Full-time
Kitchen Staff / Food Preparation Team	As required	Full-time / Part-time
Delivery & Logistics Support	1	Contract / Part-time
Customer Service Staff	As required	Part-time

Table 3: Operational Equipment and Estimated Costs

Equipment	Estimated Cost (RM)	Lease / Purchase
Commercial Gas Stove & Cooking Utensils	3,000	Purchase
Industrial Rice Cookers & Food Warmers	2,500	Purchase
Refrigerators & Freezers	4,000	Purchase
Stainless Steel Preparation Tables	1,800	Purchase
Food Weighing Scales	500	Purchase
Packaging Sealing Machine	2,000	Purchase
Total	13,800	

Table 4: Supplies, Materials and Inventory Management

Supplies / Materials	Purpose	Inventory Control Method
Fresh Ingredients	Cooking Malay kampung dishes	Weekly stock checks
Packaging Materials	Bento boxes, cutlery, labels	Monthly bulk purchase
Cooking Supplies	Gas, oil, utensils	Quarterly monitoring
Cleaning & Hygiene Supplies	Sanitation and food safety	Weekly inspection
Delivery Materials	Insulated bags and containers	Checked before delivery

Table 5: Estimated Start-Up Costs (RM)

Category	Amount (RM)
Kitchen equipment & utensils	12,000
Food preparation tools	6,000
Office equipment	2,000
Business registration & licenses	1,000
Initial raw materials	3,000
Marketing & opening promotion	2,000
Deposit (rent & utilities)	4,000
Total Start-Up Cost	30,000

Table 6: Monthly Working Capital Requirements

Item	Monthly Cost (RM)
Raw materials	5,000
Staff salaries & wages	6,000
Utilities & internet	800
Packaging materials	1,200
Transportation & delivery	1,000
Marketing expenses	500
Miscellaneous expenses	500
Total Monthly Working Capital	15,000

Table 7: Five-Year Pro Forma Cash Flow Statement

Year	Cash Inflow (RM)	Cash Outflow (RM)	Net Cash Flow (RM)
Year 1	180,000	160,000	20,000
Year 2	210,000	175,000	35,000
Year 3	250,000	195,000	55,000
Year 4	290,000	220,000	70,000
Year 5	330,000	250,000	80,000

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Figure 1: Organizational Chart of Bento Kampung

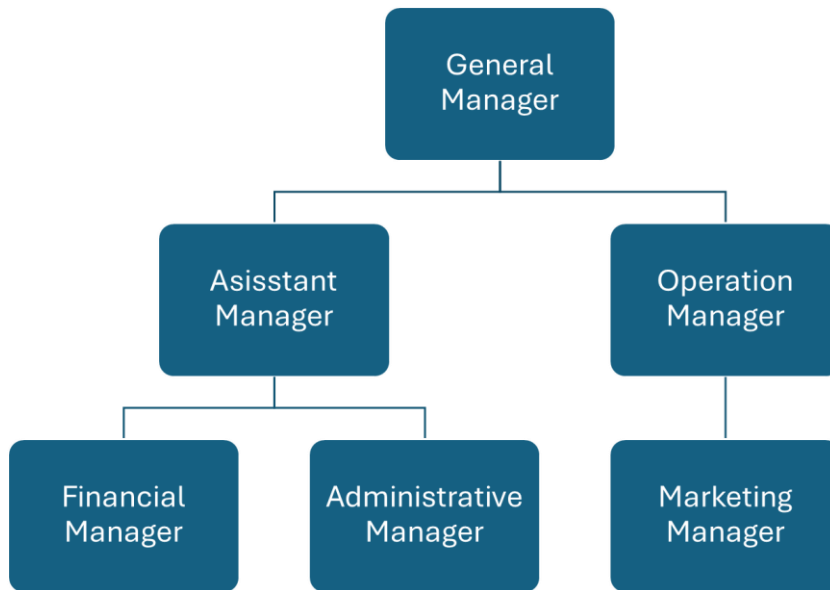


Figure 2: Malaysia Foodservice Market Size Projection (2025–2030)

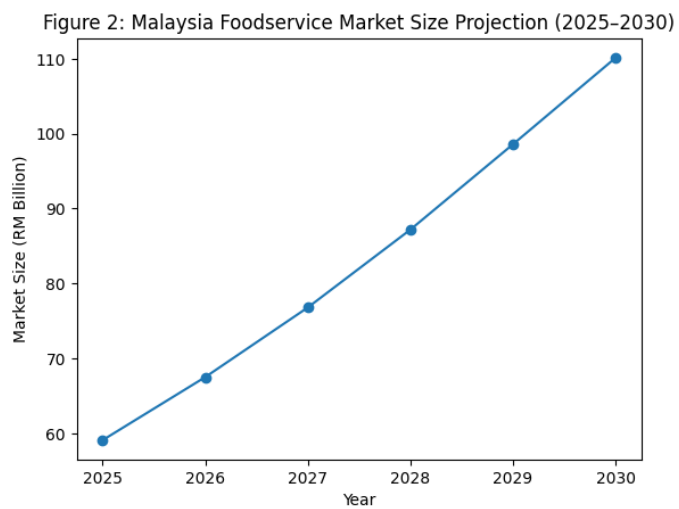
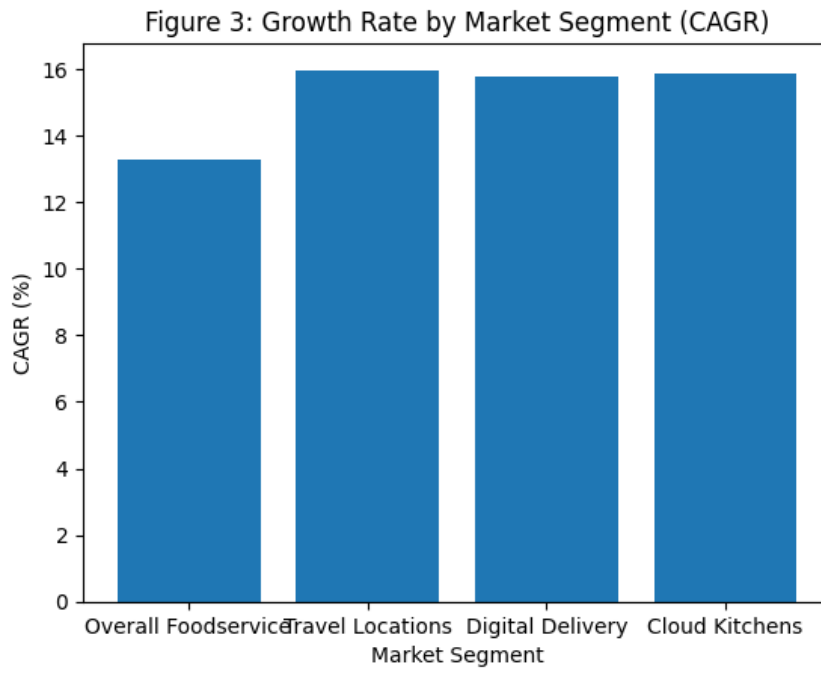


Figure 3: Growth Rate by Market Segment (CAGR)



1.0 EXECUTIVE SUMMARY

Bento Kampung is a food and beverage business that creates traditional Malay foods in a bento box style and eco-friendly packaging for modern consumption. Bento Kampung blends traditional Malaysian food with modern convenience for today's busy lifestyles.


The target market for Bento Kampung consists of students, working adults, and travelers who seek authentic Malay food but have limited time for home cooking. By offering affordable, ready-to-eat meals, the business aims to satisfy customers who value convenience without compromising taste and cultural authenticity.

Bento Kampung's competitive advantage is its focus on traditional Malay flavors, Halal preparation methods, and attractive presentation in bento boxes. Unlike other types of ready-to-eat foods, Bento Kampung preserves the traditional culinary heritage of the Malay people, while providing an attractive and affordable option for consumers at RM15 per bento.

The business requires an initial start-up capital of RM30,000. Bento Kampung projects steady financial growth, with an estimated net profit of RM20,000 in Year 1, increasing to RM80,000 by Year 5. These projections are supported by growing market demand and efficient business operations.

2.0 COMPANY PROFILE

2.1 Details of Company Name, Logo and Vision

Information	Description
Company Name	Bento Kampung
Logo	
Vision	“Showcasing Malay culinary heritage worldwide through convenient bento meals.”

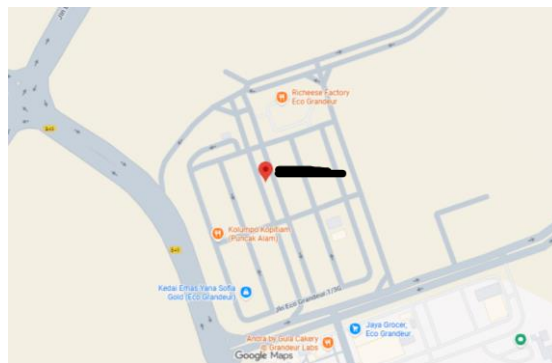
Bento Kampung is a contemporary take on traditional Malay kampung food served in a bento-style meal arrangement. The idea combines tradition and practicality, providing the coziness and genuineness of traditional Malay cuisine while considering the hectic lifestyle of contemporary customers. By combining the efficiency and accessibility of a ready-to-eat format with the comfort of home-cooked meals, Bento Kampung aims to enable consumers to experience authentic foods without devoting time to preparation.

The company's ideology is reflected in the name itself. "Kampung" reminds customers of home-cooked meals that are comforting and nostalgic, evoking the simplicity, familiarity, and richness of Malay cultural heritage. Conversely, "Bento" reflects an inventive approach to meal presentation by emphasizing contemporary convenience, portion management, and mobility. This combination represents the company's dedication to upholding traditional values while adjusting to the demands of modern consumers.

Bento Kampung's goal is to make traditional dishes easily accessible, convenient, and aesthetically pleasing for people of all ages by bringing authentic Malay kampung

cuisine to a larger audience both domestically and abroad. Bento Kampung ensures that meals are fresh, tasty, and nutritionally balanced while removing the need for lengthy preparation by providing ready-to-eat meals. In keeping with its overarching objective of showcasing Malay culinary heritage globally, the company pays a high priority on quality, authenticity, and customer pleasure.

The headquarters serves as the main hub for production, packaging, administrative duties, and logistical planning and is ideally situated at No. 12-G, Eco Grandeur, 3B, Persiaran Eco Grandeur 1, 42300 Puncak Alam, Selangor. Bento Kampung meals are readily available to a wide range of customers thanks to this central location, which also makes it easier to distribute goods across convenience stores, shopping centers, and online delivery services across the country.



2.2 Company History and Progress to Date

To modernize Malay kampung food and make it easier for modern consumers, Bento Kampung was formally founded in November 2025. To improve the total customer experience, the company has continuously improved menu design, operational effectiveness, and branding since its founding.

A variety of classic Malay meals, including rendang, sambal ayam, ulam, and other rice-based specialties, are featured on the company's varied menu. In order to provide portion control, convenience, and aesthetic appeal, each meal is meticulously tailored to the bento format, guaranteeing that the flavors stay true while meeting the dietary and lifestyle requirements of contemporary consumers. This strategy helped Bento Kampung

build a reputation for providing affordable, high-quality Malay food that appeals to families, vacationers, working people, and students.

Bento Kampung has prioritized presentation and packaging in addition to menu innovation. The company makes sure that its meals are easy to travel, pleasant to eat on-the-go, and aesthetically pleasing by employing hygienic, eco-friendly, and visually appealing packaging. Bento Kampung's dedication to sustainability is also shown in the packaging, which is in line with consumers' growing desire for eco-friendly goods.

The brand's slogan, "Rasa Kampung, Bento Style," emphasizes how tradition and contemporary convenience can coexist. Bento Kampung has effectively developed a devoted clientele and raised brand awareness through strategic marketing initiatives, such as influencer collaborations, social media interaction, and in-store promotions.

Additionally, Bento Kampung has established a strong distribution network. Customers may readily obtain real Malay bento lunches thanks to its goods' widespread availability in convenience stores, large shopping centers, and online delivery services. Bento Kampung has established itself as a top brand in the ready-to-eat Malay food industry thanks to its extensive distribution, clever marketing, and superior products.

2.3 Legal Structure

Bento Kampung is a legally incorporated partnership business entity in Malaysia. While retaining flexibility in decision-making and operational management, this structure allows the business to optimize the combined experience, knowledge, and resources of its partners. Partners actively support the growth of the company by combining their operational experience, marketing know-how, culinary talent, and financial planning abilities.

This partnership approach ensures cooperative problem-solving and fair profit sharing based on investment and contribution by distributing risks and duties among the partners. Bento Kampung has been able to retain operational efficiency, apply creative solutions, and respond swiftly to market demands because to its structure.

In the future, Bento Kampung intends to become a private limited company (Sdn. Bhd.), which will offer more advantages like improved legal protection, more financing options, increased brand credibility, and the capacity to grow both domestically and globally. This long-term plan demonstrates the company's dedication to sustainable growth and its goal of becoming a major force in the ready-to-eat food sector in Malaysia and around the world.

2.4 Key Partnerships and Management

Strong strategic alliances and a seasoned management team are key factors in Bento Kampung's success. To guarantee product quality, operational effectiveness, and customer pleasure, the company has developed ties throughout all important facets of the supply chain.

Fresh, premium ingredients from nearby farms are crucial for maintaining the original kampung characteristics in every dish. These collaborations help regional farming and encourage sustainable sourcing methods in addition to guaranteeing consistency in product quality. Packaging providers provide hygienic, environmentally friendly, and aesthetically pleasing packaging solutions that let Bento Kampung meals stay convenient, fresh, and visually appealing to consumers. To ensure that goods are delivered securely, promptly, and in the best possible condition, logistics and delivery partners enable effective nationwide distribution to convenience stores, shopping centers, and online consumers.

The management group integrates operational and marketing strategy with culinary experience. To ensure alignment with the company's vision and long-term goals, the Managing Director supervises relationships, business operations, and overall strategy. To maintain effectiveness and uniformity throughout all activities, the operations manager oversees production, quality assurance, and logistics. To adapt to shifting consumer tastes, the head chef makes sure the menu keeps true flavors while adding creative dishes. Campaigns to boost sales, consumer engagement, and brand awareness are led by marketing and brand managers. While the client Service Coordinator makes sure that client feedback is handled quickly and efficiently to maintain high levels of satisfaction and loyalty, the Finance and Business Development Officer oversee budgeting, expansion planning, and investor relations.

With distinct lines of accountability running from the Managing Director to department managers and their teams, the company's organizational structure is intended to promote efficient communication and accountability. Bento Kampung's total efficiency and growth are facilitated by this structure, which guarantees seamless operations in the areas of production, marketing, finance, and customer support.

Every employee has unique KPIs to gauge their performance. For instance, the marketing manager keeps tabs on campaign engagement, social media reach, and sales conversions, while the operations manager keeps an eye on production efficiency, order fulfillment rate, and quality control compliance. To make sure that every department contributes to long-term company success, the finance officer assesses profitability, revenue growth, and cost control. This methodical approach guarantees that the business runs smoothly and continuously produces high-quality goods.

2.5 Headquarters and Distribution Network

The main base for Bento Kampung's production, packaging, administrative, and logistical activities is located at No. 12-G, Eco Grandeur, 3B, Persiaran Eco Grandeur 1, 42300 Puncak Alam, Selangor. Authentic Malay bento lunches are now available to a broad spectrum of customers because to the company's effective statewide distribution management from this site to convenience stores, shopping centers, and online delivery services.

Major convenience store chains including 7-Eleven, MyNews, and KK Mart carry Bento Kampung items, which are also sold in shopping centers all around Malaysia. To target clients who prefer the ease of home delivery, the business also makes use of food delivery services and internet platforms. By using a multi-channel distribution approach, Bento Kampung is able to efficiently address the needs of a variety of consumer demographics, such as families, travelers, working professionals, and students, while maintaining a strong presence in both physical retail and digital marketplaces.

2.6 Supply Chain and Strategic Advantages

Bento Kampung ensures the best quality of products by maintaining a dependable and effective supply chain. While packaging vendors offer long-lasting and environmentally responsible solutions to ensure sanitation and appearance, ingredients acquired from nearby farmers keep the authenticity of kampung flavors. Logistics partners provide prompt delivery across the country, enabling Bento Kampung to effectively serve clients.

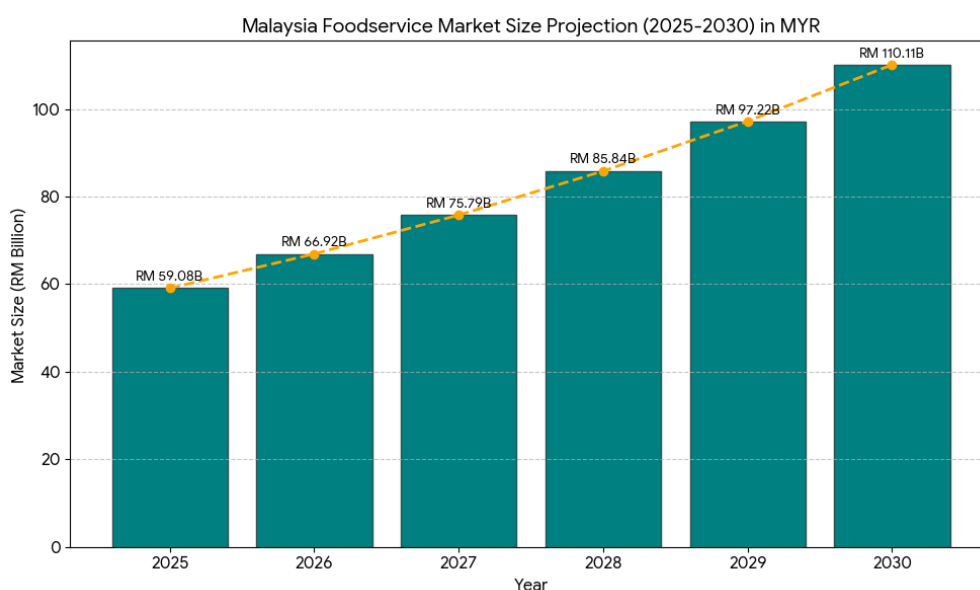
The company has a competitive edge in the ready-to-eat meal market thanks to this strategic approach to sourcing, packaging, and distribution. Bento Kampung can reach a large client base, save operating expenses, maintain consistent product quality, and concentrate on its long-term goal of promoting Malay culinary heritage worldwide.

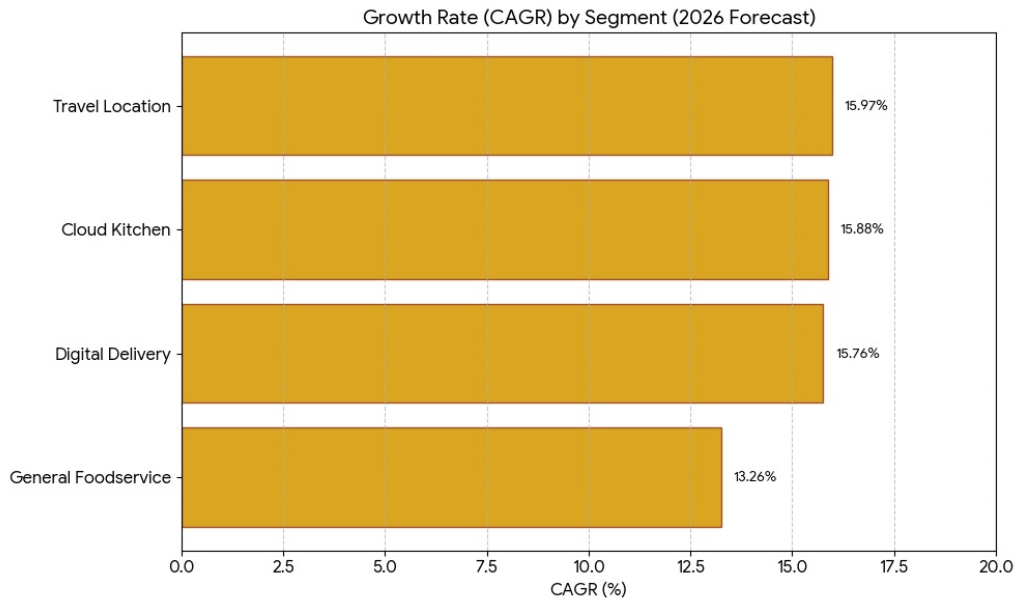
3.0 INDUSTRY ANALYSIS

3.1 Market Size, Growth Rate and Sales Projection

With a distinct emphasis on convenience meals and foodservice solutions, Bento Kampung operates at the nexus of Malaysia's food and beverage (F&B) industry. Rapid urbanization increased disposable incomes and the widespread use of digital ordering platforms have all contributed to the sector's growing strength. Bento Kampung's business strategy, which combines traditional Malay "kampung" cuisine with contemporary bento-style packaging, puts it in a position to profit from current trends and appeal to both domestic and foreign customers looking for convenience without compromising original flavors.

As of 2026, domestic consumption, the recovery of tourism (VISIT Malaysia Year 2026), and consumer desire for ready-to-eat options are all contributing factors to the robust expansion of the Malaysian food and beverage industry. The foodservice market in Malaysia is expected to grow at a compound annual growth rate (CAGR) of 13.26%, from USD 14.75 billion in 2025 to USD 27.50 billion by 2030 (Statista, 2023). Bento Kampung's ready-to-eat meal products benefit from this expansion, which reflects urban living needs, increased spending capacity, and delivery platform usage.





1. Market Velocity (The RM 110 billion Milestone)

The "Market Size Projection" chart reveals a high-velocity market. Food and Beverage are a very mature industry, but to move the market from RM 59.08 billion to RM 110.15 billion over the next five years is an aggressive pace.

- The reason for this rapid growth is not just inflation; it represents a fundamental shift in Malaysian lifestyles where "eating out" or "ordering in" is replacing home cooking due to rapid urbanization.
- Bento Kampung has a unique opportunity because the overall market will be doubling and the competition is less concerned about "stealing" customers from the competitors. There is enough "new" money entering the market for Bento Kampung to grow simply by capturing a share of the new demand.

2. Segment Outperformance (The 15.97% Travel Advantage)

The "Growth Rate by Segment" chart is a **strategic roadmap**. While the general market grows at 13.26%, the **Travel Location** segment is the clear winner at **15.97%**.

- With *Visit Malaysia Year 2026*, transit points (KLIA, TBS, LRT/MRT stations) combined with the “needs” of both tourists and commuters for hygiene, speed, and portability which all align with the core value proposition of a Bento.
- The chart justifies a "Hub and Spoke" model. All the "Kiosks" will be located at gateway airports or major travel hub cities where there is high passenger traffic. The "spokes" (Digital Delivery) will occur in secondary growth areas (15.76 percent) where residential or office space are located.

3. Resilience and Scalability (Cloud Kitchen & Delivery)

The fact that **Digital Delivery (15.76%)** and **Cloud Kitchens (15.88%)** are nearly tied for second place indicates that the "infrastructure" of Malaysian dining has changed permanently.

- Consumer behavior is shifting more to "Convenience First." Today, consumers are willing to pay a premium for meals that fit into their busy lifestyle without the need for the traditional sit-down restaurant dining experience.
- By combining traditional "Kampung" flavors with modern delivery-optimized packaging, you are solving a "market gap" where people want authentic food but don't have the time for traditional restaurant service.
- The RM 110 billion milestone shows the Market Velocity. The Market Size Projection Chart clearly indicates high Market Velocity. Food and beverage are a mature industry; however, this will require an aggressive pace to go from RM 59.08 billion to RM 110.15 billion over the next 5 years.

I. Segment Performance

Cloud Kitchens and Delivery Models: Among all market segments, cloud kitchens and delivery-focused operations are experiencing the fastest growth, with a projected CAGR of 16.14%. The trend emphasizes the consumer shift toward on-demand meal services and cost-efficient operational models, benefiting brands like Bento Kampung. Cloud kitchens allow flexibility in menu experimentation, rapid scaling, and lower capital expenditure compared to traditional dine-in setups, enabling rapid adaptation to market demand (Euromonitor International, 2023).

Convenience Food Segment: The Ready-to-Eat (RTE) and convenience food market, directly relevant to bento-style meals, was valued at USD 1.31 billion in 2025 and is expected to grow at 6.21% CAGR through 2030. Growth is driven by urban consumers seeking timesaving, portable, and affordable meals, aligning with the busy lifestyles of students, office workers, and families. Bento Kampung's product strategy providing portion-controlled, visually appealing, and authentic Malay meals positions it to capture significant share within this segment (Statista, 2023).

Premium and Niche Offerings: The market for upscale, culturally genuine meals is growing, going beyond standard RTE items. Even in convenience stores, consumers are looking for more delicious, high-quality, and "Instagram-worthy" dining experiences. Bento Kampung appeals to lifestyle-conscious consumers who appreciate heritage, presentation, and taste because it combines traditional cuisines with contemporary bento design to capitalize on convenience and premium positioning.

II. Market and Economic Factors

The macroeconomic climate in Malaysia is quite favorable to the food and beverage sector. Strong private spending, government stimulus programs, and programs like the Halal Sector Expansion, which supports halal-certified food companies, are expected to propel GDP growth to 4.0–4.5% in 2026 (World Bank, 2023). The demand for ready-to-eat and convenience-based solutions has increased significantly due to rising disposable incomes, urban migration, and dual-income households.

With more Malaysians living in cities and depending on quick meal options during work and school hours, urbanization is still a major factor. The United Nations (2022) projects that over 80% of Malaysians will live in cities by 2030, indicating a steady and expanding market for Bento Kampung's goods.

Another important reason is the expansion of online meal ordering services. Convenience food vendors' reach has increased thanks to mobile apps, integrated payment systems, and delivery aggregators like Grab Food, Food panda, and Deliver Eat. Particularly for companies that provide portable and ready-to-eat meals, this digital transition boosts operational efficiency, lowers overhead costs, and lessens reliance on physical shop locations (Euromonitor International, 2023).

III. The Competitive Environment

While chains and branded operators are growing at a projected CAGR of 13.2%, indicating market consolidation, the Malaysian foodservice market is still fragmented, with 74% of outlets operating independently (Statista, 2023). Differentiation through product quality, cultural authenticity, and digital interaction is crucial in the competitive yet opportunity-rich climate in which Bento Kampung works.

KEMBARA MEALS, SANTAPAN RTE, KAWAN FOOD, CP FOOD, and DAPOGO are important rivals in the convenience food market that cater to ready-to-eat, portable, or meal-kit consumers. Bento Kampung's USP—traditional Malay flavors presented in contemporary bento packaging—offers a distinct advantage, especially to customers looking for convenience and cultural authenticity.

3.2 Important Market Trends

1. **Rapid Digitization:** Delivery services are expected to expand at a 16.14% CAGR as mobile applications and cloud kitchens continue to gain popularity. Brands may get a competitive edge in terms of speed, convenience, and customer data insights by utilizing digital platforms for ordering, payment, and delivery.
2. **Convenience-Oriented Consumption:** The demand for ready-to-eat meals is being driven by busy metropolitan lives. Bento items meet this need while providing authenticity and flavor uniqueness because they are portable, portion-controlled, and aesthetically pleasing.

3. **Health and Wellness Focus:** Natural, nutrient-dense, plant-based meals are becoming more popular. Bento Kampung may benefit from this by providing well-balanced meals that satisfy contemporary dietary standards while utilizing traditional Malay ingredients.
4. **Containers and Materials That Can Be Recycled:** In addition to meeting consumer expectations, Bento Kampung's use of sustainable packaging complies with government regulations meant to cut down on single-use plastics.
5. **Cultural Authenticity:** Local and foreign consumers are beginning to place a higher importance on genuine cultural experiences, especially when it comes to quick dinners. Bento Kampung's focus on traditional Malay kampung food sets them apart and opens doors for branding, storytelling, and possible exports.

3.3 Key Success Factor

Several interrelated elements are necessary for success in the Malaysian bento and convenience food business. First and foremost, since most people in Malaysia are Muslims, halal certification is essential. Having formal halal certification increases consumer confidence, trust, and legitimacy, all of which have a direct impact on purchasing decisions. Innovation and product quality are equally crucial. To keep patrons interested, Bento Kampung must continuously provide top-notch meals that preserve freshness, genuine flavor, and eye-catching presentation while also providing creative menu items that reinvent classic Malay recipes or experiment with novel flavor profiles.

Strong branding and customer service are also essential. In a highly fragmented industry, a distinctive brand identity combined with first-rate customer service promotes loyalty, repeat business, and differentiation. Furthermore, a strong omnichannel presence guarantees optimal accessibility by integrating online platforms like Grab Food and Foodpanda with physical retail distribution via convenience stores and shopping centers.

Lastly, maintaining profitability and scalability depends heavily on operational efficiency. Strategic alliances with regional suppliers and logistics companies, efficient supply chain management, and efficient delivery methods guarantee constant product

quality, cut expenses, and enable Bento Kampung to react swiftly to changing market demands. When combined, these elements provide a strong basis for sustained growth and competitiveness in the quickly growing convenience food industry.

3.4 Long-Term Industry Outlook

Given the favorable macroeconomic, social, and technological factors, Bento Kampung has very promising long-term potential. Convenience and ready-to-eat meal solutions will always be in demand as urbanization and digital usage are predicted to increase.

Consumer Trends: It is anticipated that the need for cultural authenticity, sustainability awareness, and health consciousness will continue to be important motivators. Bento Kampung is positioned to satisfy these changing tastes thanks to its blend of traditional Malay flavors, environmentally sustainable packaging, and contemporary convenience.

Technological Developments: Personalized customer experiences, targeted marketing, and optimum delivery are made possible by the growth of smart logistics, e-commerce, and data analytics. Scaling operations, cutting expenses, and increasing client retention will all depend on utilizing technology.

Opportunities for Market Expansion: Regional export prospects are feasible due to rising disposable incomes and growing interest in Asian food. The demand for genuine, practical ethnic meals is rising in markets in Southeast Asia, the Middle East, and even Europe. To attract customers abroad, Bento Kampung can look into joint ventures or e-commerce sites.

Risks and Difficulties: There will always be competition from big chains as well as independent operators. Sustaining market share requires constant innovation, operational effectiveness, and product quality. Proactive management is also required for halal certification, sustainable packaging, and food safety regulations.

Strategic Outlook: Success is anticipated for companies that integrate operational excellence, technological know-how, and cultural relevance. Bento Kampung may accomplish sustainable growth while retaining a significant competitive edge by focusing on health-focused menu choices, sustainable packaging, digital interaction, and excellent service.

Overall, the Malaysian F&B business, particularly the convenience and ready-to-eat categories, has a strong long-term growth trajectory, giving Bento Kampung the opportunity to scale locally, increase brand recognition, and potentially expand worldwide. Over the next ten years, sustained and sustainable growth is suggested by the combination of advantageous market dynamics, technological adoption, and strategic positioning.

4.0 PRODUCT OR SERVICE DESCRIPTION

4.1 Details of Product/Service

(Features, Functions, Price, Virtual Prototype)



Bento Kampung is a ready-to-eat Malay kampung-style meal designed to satisfy Malaysia's increasing need for quick, reasonably priced, and culturally recognizable cuisine options. The product's design ensures food safety and taste consistency by fusing traditional Malay recipes with contemporary food packaging and preparation techniques. In contrast

to standard rapid meals, Bento Kampung aims to provide a full, well-balanced meal that fits into today's hectic lifestyle while resembling home-cooked kampung cuisine.

Bento Kampung's contemporary compartmentalized bento box design is its defining characteristic. Each box has parts set aside for rice, veggies, sambal, and the primary protein (fish or ayam goreng). This design keeps food pieces from blending together, keeps each component's original flavor and texture, and keeps the appearance appealing even after warming. Additionally, portion management and balanced meal composition are guaranteed by the structured form, which is crucial for everyday consumption.

Bento Kampung is made to be as convenient as possible in terms of functionality. Customers can rapidly reheat the meal in offices, schools, hostels, or at home thanks to the microwave-safe and steaming-friendly packaging. If preferred, the dish can also be eaten right away without being reheated. Because each bento comes with disposable cutlery, there is no need for extra utensils, making it perfect for eating while on the go.

The development of the product is heavily reliant on food safety and hygiene. To guarantee constant quality, Bento Kampung meals are made in a sanitary, controlled setting utilizing standardized cooking techniques. Transparency and consumer trust are increased when packaging is clearly labeled with information about ingredients, reheating guidelines, and branding.

Bento Kampung's virtual prototype has a modern black bento box with a clear cover that lets customers see what's inside. This visible transparency contributes to increased trust in the freshness and quality of the food. The package bears the Bento Kampung emblem and the words "Rasa Kampung, Bento Style," which embodies the brand's identity of fusing traditional flavors with contemporary presentation. The whole layout conveys professionalism, cleanliness, and cultural authenticity.

Bento Kampung costs between RM10 and RM20 per unit, depending on the protein and menu options. While being competitive with other ready-to-eat and convenience meal options in the Malaysian market, this pricing strategy guarantees affordability for working people and students.

4.2 Market Positioning

(High-End, Competitive, or Low-Cost Alternative)

In Malaysia's ready-to-eat and convenience food sector, Bento Kampung is positioned as a competitive mid-range product. It is neither an inexpensive quick meal nor a high-end luxury item. Rather, it occupies a strategic middle ground that strikes a balance between cultural significance, price, quality, and convenience.

Two extremes now dominate the convenience food sector in Malaysia. On the one hand, there are inexpensive frozen meals and instant noodles that put cost first but frequently sacrifice flavor, nutrition, and cultural authenticity. Conversely, there are food delivery services and restaurant meals that provide higher quality but come at a much higher price and require lengthier wait times. Bento Kampung places itself in the middle of these two choices by providing a quick, inexpensive, and culturally appropriate ready-to-eat meal.

Bento Kampung's emphasis on Malay kampung-style food is a major differentiator in its marketing. Bento Kampung directly accommodates local tastes, although many of the ready-to-eat items seen at convenience stores nowadays are Western, Japanese, or Korean meals. Its cultural significance increases its marketability and promotes recurring purchases.

Bento Kampung places more emphasis on freshness, presentation, and meal completeness than rivals like Kawan Food and CP Food, which mostly concentrate on frozen mass-market goods. Bento Kampung prioritizes daily consumption over emergency, travel, or long-term storage usage, in contrast to shelf-stable RTE products like Kembara Meals or Dapogo. This enables the company to market itself as a regular meal option as opposed to a specialized or infrequent item.

In general, customers that value the following are drawn to Bento Kampung's market positioning:

- Reasonably priced
- True regional flavor

- Speed and convenience
- Well-balanced and comfortable meals

Without directly competing on premium pricing or drastic cost-cutting, Bento Kampung can attract a large client base thanks to its competitive positioning.

4.3 Value Proposition

(Economic Benefit of Solving the Problem)

Bento Kampung's value proposition is based on its capacity to concurrently solve several consumer issues, including time constraints, growing food expenses, and restricted access to traditional home-cooked meals.

From a financial standpoint, Bento Kampung provides an affordable substitute for eating at restaurants and using food delivery services. Customers can enjoy a full meal for less than most food delivery alternatives, which frequently include delivery and service fees, with prices ranging from RM10 to RM20. People who would otherwise have to eat out can save a lot of money by regularly consuming Bento Kampung.

Bento Kampung saves time by doing away with the necessity for cooking, cleaning, grocery shopping, and meal preparation. Parents with hectic schedules, students, and working adults will find this very helpful. Bento Kampung is an effective option for everyday dinners because it can be reheated in a matter of minutes.

Functionally speaking, Bento Kampung offers consistency and dependability. Customers are aware of what to anticipate in terms of quality, flavor, and portion quantity. This dependability boosts customer happiness and lessens decision fatigue associated with everyday food selections.

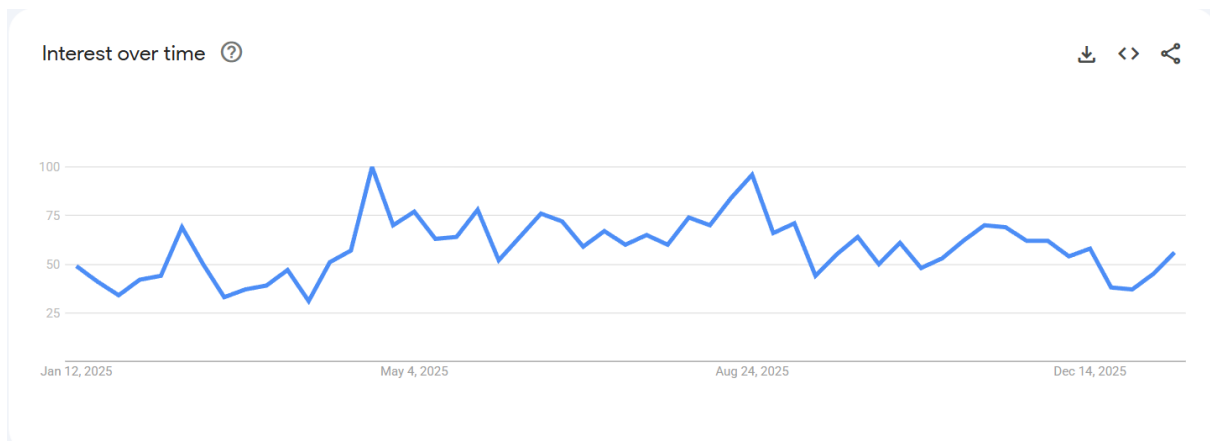
In conclusion, the foundation of Bento Kampung's value proposition is:

- Cost reductions
- Time effectiveness
- Convenience-Authenticity of culture

-A sense of fulfillment

Because of this combination, Bento Kampung becomes a reliable everyday food option rather than just a ready-to-eat meal

4.4 Anticipated Customer Demand



Strong and long-lasting demand for Bento Kampung is anticipated due to Malaysia's continuing demographic and lifestyle trends. The amount of time available for home cooking has drastically decreased due to urbanization, rising labor force participation, and academic obligations. Convenient lunch options are therefore becoming increasingly important to customers.

Working adults, especially those who live in cities, are one important target of demographic. Quick and inexpensive meals are crucial as many working people have long workdays and few lunch breaks. Bento Kampung satisfies this need by providing a familiar, satisfying, and reheatable meal that can be finished quickly.

Students make up another significant group, particularly those who live in dorms or other rented housing. Students frequently look for inexpensive, low-prep meals. This segment finds Bento Kampung appealing for daily consumption due to its affordability and ease of reheating.

Families and parents make up a sizable portion of the demand. Bento Kampung can be a quick supper choice for busy households or a useful school lunch option for kids. Parental confidence in the product is boosted by the meal's balance and the familiarity of kampung dishes.

Additionally, because of advancements in packaging technology and hygienic standards, microwaveable and ready-to-eat meals are becoming increasingly popular. Nowadays, consumers are increasingly inclined to believe that ready-to-eat goods are dependable, safe, and of excellent quality.

Demand is further strengthened by cultural preference. Malay kampung cuisine is ingrained in Malaysian culture, yet the lack of time to make it leads to unfulfilled demand. By providing traditional flavors without the hassle of cooking, Bento Kampung closes this gap.

Because Bento Kampung caters to daily meal needs rather than one-time consumption, it is often positioned to experience recurrent and long-term demand. In the Malaysian convenience food sector, its affordability, practicality, and cultural significance sustain steady demand growth.

Competitor Comparison Matrix: Bento Kampung vs Direct Competitors in Malaysia

Competitor Comparison Matrix:

Bento Kampung vs Direct Competitors in Malaysia

Criteria	Bento Kampung	Kembara Meals	Santapan RTE	Kawan Food	CP Food	Dapogo
Product Type	Fresh reheatable bento	Shelf stable RTE	Shelf stable RTE	Frozen ready meals	Frozen / chilled meals	Shelf stable RTE
Cuisine Focus	Malay kampung style	Malaysian meals	Traditional Malaysian	Asian & Western	Asian dishes	Traditional Malay
Packaging	Compartmentalised bento box	Retort pouch / box	Retort pouch	Plastic tray	Plastic tray	Retort pouch
Preparation Method	Microwave / steam	Self heating / boiling water	Boiling water	Microwave	Microwave	Boiling water
Shelf Life	Short (fresh consumption)	Long (up to 24 months)	Long (up to 24 months)	Medium (frozen)	Medium (frozen/chilled)	Long (up to 24 months)
Price Range (RM)	10 – 20	15 – 30	10 – 18	6 – 15	6 – 15	10 – 18
Target Market	Working adults, students, families	Outdoor users, travellers	General consumers, social impact buyers	Households	Families, mass market	Quick meal consumers
Usage Frequency	Daily meals	Occasional / emergency	Daily & emergency	Home meals	Home meals	Daily / occasional
Cultural Authenticity	Very High	Medium	High	Medium	Medium	High
Key Strength	Fresh kampung taste + convenience	Long shelf life	Local taste + social mission	Wide distribution	Strong brand & reach	Shelf stable local meals

Competitive Advantage Summary Table

Factor	Bento Kampung Advantage
Taste Authenticity	Fresh kampung-style meals resemble home cooking
Convenience	Ready-to-eat, microwave-friendly bento design
Cultural Appeal	Strong local Malay identity
Pricing	Affordable for daily consumption
Usage Frequency	Suitable for daily meals , not only emergencies
Presentation	Modern bento packaging with clear food visibility

5.0 MARKET ANALYSIS AND STRATEGY

5.1 Market Objectives

- To achieve consistent monthly sales through competitive pricing.
- To establish Bento Kampung as a recognized and well-known brand for village-style bento dishes.
- To gain market presence through online food delivery platforms and local promotions.

5.2 Market Segmentation

- **Target Market**

Our products are of the highest quality. To ensure that our customers are satisfied with the products we offer, which are easy, fast, and delicious. Our product fit into today's modern lifestyle without compromising on traditional Malaysian flavors. The primary target market includes students, working adults, families who need practical meal solutions for daily use, and someone who is seeking ready to eat meals.

- **Market Size**

The population in Puncak Alam is approximately 50,000 residents, including working adults and students. We assume 20% of the population buys the kampung bento. They buy 3 times per week and a total per month they buy our bento is RM180. According to calculation, the market size is 10,000 x RM180 equal to RM1,800,000

per month. The total per year is RM21,600,000. The Malaysian ready-to-eat and convenience food market is valued and continues to grow due to busy lifestyles and urbanization.

- **Market Share**

Our total market size is RM21,600,000, we assume 1000 pax of bentos are sold in 1 month. 1000 bento x rm15 x 12 months equal RM180,000 this means our market share is 8 %

- **Sales forecast**

Product/service			
Market Share and Sales			
Year	1	2	3
Market share (%)	8%	13%	18%
Total sales in units	12,000	12,600	13, 230
Total sales in RM	180,000	189,000	198,450

5.3 Competitor Analysis

Competitors	Strength	Weakness
Kembara Meals	1. Well-known brand 2. halal certificate	1. Not delicious 2. Get stale quickly 3. Leaking packaging
Brahim's Ready-to-Eat Meals	1. Convenient packaging 2. Affordable prices	1. Less fresh
Convenient store	1. easy to purchase	1. Limited Full Meals 2. Less nutrition

5.3.1 SWOT Analysis

<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none"> • Affordable prices • Authentic Kampung dishes • Freshly cooked 	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none"> • New brand with limited awareness • Limited production capacity in early stages
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • Rising demand for ready-to-eat and convenience meals • Increase customer references for local and traditional food • Growth of online food delivery and digital ordering platforms. 	<p style="text-align: center;">THREAT</p> <ul style="list-style-type: none"> • High price sensitivity among target consumers • Volatility in ingredient and packaging costs

5.4 Market Strategy

- **Product**

Bento Kampung offers authentic Malay village-style dishes served in attractive modern bento boxes. Each bento box contains a complete and balanced meal, including rice, main course, vegetables, and side dishes. The products are halal-compliant and prepared in a clean environment to build customer trust. The modern bento packaging provides convenience to customers.

- **Price**

The pricing strategy is competitive and affordable, with bento meals priced at RM15 to encourage frequent purchases and customer loyalty and not too far off competitors' prices

- **Promotion**

We will promote our bento product physically, online food delivery such as Grab Food, Shopee Food and do some advertising to build brand awareness and attract first-time buyers on Bento Kampung social media.

- **Sales tactic**

- **Bento Kampung Combo**

Bento Kampung introduces 2 combo sets for customers to buy in bulk. Combo set 1 offers 2 pack purchases of Bento Kampung, you will get 1 free bento with random flavor. Meanwhile, Combo Set 2 purchases 5 packs of bento, we will give our beloved customer 1 instant sambal and 1 extra Bento. This offer can add value and encourage repeat purchases, especially for travelers and students.

- **Discount**

Bento Kampung offers special discounts for customers, especially students and travelers. A discount of RM 2 will be given to customers who purchase our bento for the first time; this discount will be given in the form of a voucher, while customers who purchase five bento packs will receive a 5% discount on the total price. This offer is designed to attract new customers and can help students reduce their spending money.

6.0 Operations Plan

Bento Kampung is looking to serve Malaysian traditional camp food using a modern bento format so that they can focus on providing value, quality, and accessibility to customers (both at home and in the workplace). The operation plan includes a description of how they plan to support their growth through their production facilities, employees, equipment, and materials necessary to operate efficiently and effectively.

6.1 Business Development

Bento Kampung continuously implements business development strategies to remain competitive while preserving authentic Malay flavors. Key strategies include:

- **Menu Innovation:** Regularly introducing seasonal and popular kampung dishes to meet evolving customer preferences.
- **Packaging Improvements:** Enhancing packaging to ensure hygiene, convenience, and visual appeal, thereby improving the overall customer experience.
- **Brand Expansion:** Strengthening brand presence through marketing campaigns, social media engagement, and strategic partnerships.

- **Distribution Channels:** Expanding accessibility via online platforms, delivery services, and catering opportunities to reach a broader customer base.

The company actively collects and analyzes customer feedback to enhance product quality, taste, and presentation. In the long-term, Bento Kampung aims to scale its operations both locally and internationally, ensuring sustainable growth while maintaining its core identity.

6.2 Production Process

Bento Kampung offers ready-to-eat traditional meals with an emphasis on providing hygienic practice, consistently great tasting meals, and maintaining the overall efficiency of operations.

- **Sourcing of Ingredients**

Fresh ingredients are sourced from reliable local farmers and suppliers daily in order to ensure quality and continued safety of the product while maintaining a high level of authenticity. Ingredient sourcing occurs early in the morning prior to beginning production.

- **Food Preparation**

The food is prepared according to strict food safety regulations, including washing, cutting, and preparation of the food. This take approximately 30-45 minutes per batch depending on the type of meal being prepared.

- **Cooking**

The food is cooked according to standardized procedures using traditional kampung recipes to maintain consistency in flavour and quality every time. Cooking time varies from 45-60 minutes per batch.

- **Portioning and Packaging**

Bento containers are used to portion out cooked food so that each serving is balanced and presented attractively. Portioning and packaging of one bento container takes approximately 2-3 minutes to complete.

- **Storage and Distribution**

All prepared meals remain at appropriate temperatures until customers receive their delivery on that same day.

6.3 Facilities

Bento Kampung is located at No.12G Eco Grandeur 3B Persiaran Eco Grandeur 1, 42300 Puncak Alam Selangor. This facility is the operational hub for the company, including food production, packaging and storage operations, administrative management, and logistics coordination. The company's choice of location was made based on the strategic location of being near major highways, residential areas, and the ease of access to suppliers and distribution networks, allowing for quick and efficient distribution products to convenience stores, shopping centers, and online retailers nationwide. The facilities are designed to allow for effective operation management, as well as providing the necessary support for an employee workforce to have access to the workplace.

The business occupies a ground-floor commercial unit that has approximately 2,000 square feet of total area or ground floor space designed to accommodate all functional aspects for food preparation, cooking preparation, food packaging and labelling, cold and dry food storage, administrative office space, and employee facilities. The layout of the facility was planned to allow for compliance with applicable regulations regarding food safety or hygiene and to promote efficient operation. The facility is also designed to allow for future

expansions for the company to increase its storage capacity or add additional production equipment to increase product supply in response to increased future demand.

Bento Kampung’s leased location has a monthly rental estimated between RM3,500 and RM4,500, subject to current market conditions, monthly utility bills (electricity, water, gas) are approximately RM800 to RM1,200, monthly Internet fees are estimated to between RM150 to RM 250, and monthly maintenance, cleaning, and waste disposal costs are approximately RM300 to RM800 for maintaining a clean, safe, and functional workplace that produces consistent quality products.

The Bento Kampung location is located in an area designated for commercial food processing and distribution. Bento Kampung meets all the required licensing and registration guidelines Suruhanjaya Syarikat Malaysia (SSM), local government (PBT), food handling and hygiene certifications for employees, fire safety clearance from Bomba Malaysia, Halal Certification from JAKIM to ensure compliance with all safety, legal, and national standards regarding the manufacture and distribution of food products.

6.4 Staffing

The structured management team and critical operational staff allow Bento Kampung to run efficiently and to uphold the quality of the products, and ensure that customers are satisfied with their purchases. They look for people with skills that fit with their values.

Position	Expected Staffing Needs	Main Duties	Employee Sourcing	Employment Relationship	Training Needs & Provision
General Manager	1	Oversees overall business operations, strategic planning, performance monitoring, and	Online recruitment platforms, professional networks	Full-time	Leadership training, company strategy briefing, SOP orientation

		major partnerships and negotiations.			
Assistant Manager	1	Support General Manager, supervises daily operations, coordinates departments, resolves operational issues, especially during peak	Online job portals, internal referrals	Full-time	Operations management training, SOP training
Operations Manager	1	Ensures hygiene standards and production schedules	Industry recruitment sites, food service networks	Full-time	Food safety & hygiene training, quality control SOP training
Financial Manager	1	Handles budgeting accounting, cash flow management, cost control, financial reporting, and compliance with financial regulations	Job portals, accounting professionals	Full-time	Financial systems training, compliance and reporting training
Administrative Manager	1	Manager HR functions, documentation, staff scheduling, payroll	Online recruitment platforms,	Full-time	Brand guidelines training, digital

		coordination, and internal administration	administrative agencies		marketing tools training
Marketing Manager	1	Develops brand identity manages online marketing, promotional campaigns, social media, and customer engagement	Online job portals, marketing communities	Full-time	Brand guidelines training, digital marketing tools training
Kitchen Staff / Food Preparation Team	As required	Food preparations cooking, packaging, and maintaining hygiene and sanitation standards	Culinary schools, local recruitment channels	Full-time/ Part-time	Food handling & food safety training, recipe and SOP training
Delivery and Logistics Support	1	Coordinates order deliveries and manages third-party logistics providers	Local recruitment, logistics partners	Contract/ Part-time	Delivery handling procedures and safety training
Customer service Staff	As required	Handles customer inquiries, feedback, complaints, and ensures customer satisfaction	Online recruitment platforms, part-time hiring channels	Part-time	Customer service skills training, communication training

6.5 Equipment

Equipment needed for daily operation of Bento Kampung will be sourced from local, quality kitchen equipment vendors to ensure long-term use, compliance to food safety regulations and good price points.

Equipment	Estimated Cost (RM)	Lease / purchase	Source
Commercial Gas Stove & cooking Utensils	3,000	Purchase	Local commercial kitchen equipment supplier
Industrial Rice Cookers & Food Warmers	2,500	Purchase	Catering equipment supplier
Refrigerators & Freezers	4,000	Purchase	Electrical appliance supplier
Stainless Steel Preparation Tables	1,800	Purchase	Food-grade stainless steel supplier
Food Weighing Scales	500	Purchase	Restaurant supply store
Packaging Sealing Machine	2,000	Purchase	Packaging equipment supplier

6.6 Supplies

Supplies / Materials	Description / purpose	Reliable Sources	Major suppliers	Inventory Management
Fresh Ingredients	Includes rice, vegetables, meats, seafood, spices, sauces, and traditional Malay herbs used for authentic kampung dishes	Local farms and markets	Local certified farms near Selangor	Weekly stock checks
Packaging Materials	Bento boxes, napkins, cutlery, labels and bags	Packaging companies, eco-friendly suppliers	Local packaging providers with hygiene-certified materials	Monthly bulk orders (maintain buffer stock) and track consumption rates per week
Cooking Supplies	Gas, oil, cooking utensils, pots, pans, knives, and other kitchen tools	Wholesale kitchen suppliers	Local kitchenware distributors	Inventory monitored by Operations Manager (replace or service tools quarterly)
Cleaning & Hygiene Supplies	Detergents, disinfectants, sanitizers, gloves, aprons, cleaning cloths	Wholesale suppliers, approved hygiene brands	Local cleaning supply companies	Weekly inspection reorder before stock runs low to maintain hygiene checklist

Delivery Materials	Insulated bags, trolleys, containers to ensure safe transport	Logistics & packaging suppliers	Local delivery suppliers or third-party vendors	Checked before each delivery to maintain spare items for peak periods
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7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

Legal Structure and Ownership

The halal bento food business operates as a partnership registered under the Companies Commission of Malaysia (SSM). The company is jointly owned and managed by six partners, with shared responsibilities in managing operations, finance, marketing, and production. Ownership is divided equally among all partners.

Management Team

The management team consists of six members with clearly defined roles to ensure smooth business operations and effective decision making.

- **Managing Director**
Responsible for overall business direction, strategic planning, supplier coordination, and supervision of daily operations.
- **Operations Manager**

Oversees day to day production activities, workflow scheduling, inventory management, and ensures operational efficiency.

- **Finance Manager**
Handles budgeting, financial planning, cash flow monitoring, pricing strategy, and preparation of financial reports.
- **Marketing Manager**
Responsible for promotions, social media marketing, branding activities, and customer acquisition strategies targeting students and working adults.
- **Production & Quality Control Manager**
Ensures food quality, halal compliance, hygiene standards, and consistency in food preparation.
- **Human Resource & Administration Manager**
Manages staff recruitment, payroll, work schedules, administrative documentation, and compliance with labor laws.

Managing Director (General Manager)

ORGANIZATIONAL CHART**

All management team members will receive monthly allowances and share profits based on the business's performance.

External Resources and Services

The business will engage external professional services such as:

- Certified accountant for tax filing and financial reporting
- Food safety and halal compliance consultant
- Legal advisor for business registration and licensing matters

Human Resources

In addition to the management team, the business will employ:

- 2 kitchen assistants
- 1 part time delivery rider

The salaries and benefits of employees are included in the working capital estimation.

Advisory Board

At the early stage, the business does not plan to establish a formal advisory board. However, advice and mentorship will be sought from lecturers, industry practitioners, and experienced food entrepreneurs when necessary.

8.0. FINANCIAL PROJECTION

8.1 Start Up Costs (RM)

Estimated Start Up Costs (RM) :

Category	RM
Kitchen equipment & utensils	12,000
Food preparation tools	6,000
Office equipment	2,000
Business registration & licenses	1,000
Initial raw materials	3,000
Marketing & opening promotion	2,000
Deposit (rent & utilities)	4,000
Total Start Up Cost	30,000

8.2 Working Capital

Estimated monthly working capital to sustain operations before stable sales are achieved:

Item	RM (Monthly)
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Raw materials	5,000
Staff salaries & wages	6,000
Utilities & internet	800
Packaging materials	1,200
Transportation & delivery	1,000
Marketing expenses	500
Miscellaneous expenses	500
Total Working Capital (Monthly)	15,000

Estimated 3 months working capital required:

RM 45,000

8.3 Start Up Capital and Financing

Source of Financing	RM
Owner's Equity Contribution	50,000
Bank Loan	25,000
Total Financing	75,000

- Loan Interest Rate: 6% per annum
- Loan Duration: 5 years

8.4 Pro Forma Cash Flow Statement (Summary)

Year	Cash Inflow (RM)	Cash Outflow (RM)	Net Cash Flow (RM)
Year 1	180,000	160,000	20,000
Year 2	210,000	175,000	35,000
Year 3	250,000	195,000	55,000
Year 4	290,000	220,000	70,000
Year 5	330,000	250,000	80,000

8.5 Pro Forma Income Statement (Summary)

Item	Year 1 (RM)
Sales Revenue	180,000
Cost of Sales	(110,000)
Gross Profit	70,000
Operating Expenses	(45,000)
Net Profit Before Tax	25,000
Tax	(5,000)
Net Profit After Tax	20,000

The business is projected to grow steadily due to increasing demand for halal, affordable, and convenient meals among students and working adults.

8.6 Pro Forma Balance Sheet (Year 1 Summary)

Assets	RM
Fixed Assets	25,000
Inventory	8,000
Cash Balance	12,000
Total Assets	45,000

Equity & Liabilities	RM
Owner's Equity	30,000

Loan Balance	15,000
Total Equity & Liabilities	45,000

9.0 PROJECT MILESTONE

The project milestones are structured to ensure the halal bento food business is established and operates within the planned timeline. In the first month, the focus is on business registration, licensing, supplier sourcing, and the purchase of equipment to ensure legal compliance and operational readiness. During the second month, kitchen setup, food testing, and quality control processes are conducted to ensure halal compliance, hygiene standards, and product consistency. Marketing and promotional activities are also initiated during this period to create brand awareness among students and working adults. By the third month, the business officially begins operations, with the first sales and customer feedback collected to evaluate product acceptance and service efficiency. Subsequent milestones, such as menu improvement and business expansion, are scheduled within six months based on sales performance and customer demand, ensuring steady and sustainable business growth.

Activities	Deadlines
Business registration & licensing	Month 1
Supplier sourcing & equipment purchase	Month 1
Kitchen setup & food testing	Month 2
Marketing & promotional launch	Month 2
Start of operations	Month 3
First sales & customer feedback	Month 3
Expansion of menu offerings	Month 6

CONCLUSION

In conclusion, this business landscape has demonstrated that Bento Kampung, as a traditional Malay Kampung food presented in a modern “bento-style”, would be a feasible and competitive opportunity in Malaysia’s ready to eat food industry, which is increasing in popularity as a ready meal and convenience foodstuff that caters to consumers need while maintaining the originality, quality, and affordable.

The analysis also shows strong market opportunities, driven by busy lives, urbanization, increasing demand for halal food, and the developments of media social, food delivery services of the clean generation. Bento Kampung gives the identification of target market, price positioning, as well as the marketing strategy used to market the Bento Kampung. Bento Kampung can appeal to the student population, working adult and family segments.

Overall, Bento Kampung is a brand that has a high opportunity to become a successful entity in the local market. Additionally, our product has a high opportunity for future expansion both domestically and internationally. With continuous and ongoing innovation, effective execution, and a strong commitment to preserving Malay culinary heritage, Bento Kampung has the potential to become a recognized brand in the convenience food sector while contributing positively to the Malaysian food and beverage industry.

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