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EXECUTIVE SUMMARY

Nasi Ayam Borneo is a business startup categorized as a Small and Medium Enterprise (SME) within the Food & Beverage (F&B) industry. We specialize in serving high-quality, quick-service chicken rice, featuring three distinct varieties: Nasi Ayam Lemon, Nasi Ayam BBQ, and Nasi Ayam Steam. Our business operates as a partnership consisting of five members who contribute equal amounts of capital and hold specific management roles (Head Chef, Kitchen Assistance, Marketing Staff, And Cashier Staff) to ensure a smooth business execution.

Through our market research and observation at Imago Shopping Mall, we planned to set up this business because we identified a significant prospect in the local food scene. We discovered that shoppers and mall employees desire meals that are not only delicious and Halal but also fast and affordable. Therefore, we introduced a menu that offers a unique twist that specifically our signature Lemon Sauce in which it provides a refreshing alternative to the traditional chicken rice found elsewhere, all at a reasonable price point.

Apart from that, we have observed that while chicken rice is popular, there are few competitors in the immediate vicinity offering this specific variety (Lemon/BBQ) in a convenient kiosk format. We take this opportunity to fill the market gap by leveraging our strategic location and efficient service speed to capture the busy lunch and dinner crowds.

Since our company is entering the market as a new player, we acknowledge that there are various aspects to consider, particularly in maintaining food quality and competing with established food court vendors. However, with a comprehensive business plan covering administration, marketing, operations, and finance, we are confident in our ability to sustain and grow in this competitive environment.

In conclusion, we hope that Nasi Ayam Borneo will become a well-known brand in Kota Kinabalu and eventually expand to other districts. We believe that the demand for convenient, high-quality food will continue to rise with the growth of tourism and retail in Sabah. It is our goal to set a benchmark for quality service and taste in the local F&B industry.