UNIVERSITI TEKNOLOGI MARA SABAH BRANCH

KOTA KINABALU CAMPUS

FACULTY OF ACCOUNTANCY: DIPLOMA IN ACCOUNTANCY

SEMESTER OCTOBER 2025 – FEBRUARY 2026

BUSINESS PLAN REPORT
HEALTHY MEAL PLAN

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SUBMISSION DATE:

23 JANUARY 2026

TABLE OF CONTENT

EXECUTIVE SUMMARY..... 4
1.0 INTRODUCTION TO THE BUSINESS..... 5
1.1 Name Of the Business..... 5
1.2 Nature of Business..... 5
1.3 Industry Profile..... 5
1.4 Business Location..... 5
1.4.1 Factors Influencing the Choice of Business Location..... 6
1.4.2 Office Location..... 7
1.4.3 Factors influencing Choice of Business Location..... 9
1.5 Date of Commencement..... 10
1.6 Factors in Selecting the Proposed Business..... 10
1.7 Future Prospects of the Business..... 11
1.8 Purpose of Preparing Business Plan..... 11
1.9 Business Background..... 12
2.0 PARTNERS' BACKGROUND..... 13
2.1 General Manager..... 13
2.2 Administration Manager..... 15
2.3 Marketing Manager..... 17
2.4 Operation Manager..... 20
2.5 Financial manager..... 22
2.6 Kitchen Manager..... 24
3.0 ORGANIZATIONAL PLAN..... 26
3.1 Introduction to the Organization..... 26
3.1.1 Vision..... 26
3.1.2 Mission..... 26
3.1.3 Objectives..... 26
3.1.4 Logo & Description..... 26
3.2 Organizational Structure..... 27
3.3 Schedule of Remuneration..... 28
3.4 Compensation and Benefits..... 29
3.5 Office Furniture and Fittings..... 30
3.6 Office Equipment..... 30
3.7 Office Stationery..... 31
3.8 Utility..... 32
3.9 Administrative Budget..... 32
4.0 MARKETING PLAN..... 34
4.1 Introduction to Marketing..... 34
4.1.1 Marketing Objectives..... 34
4.2 Introduction to Product or Service..... 35
4.2.1 Market Area and Business Location..... 39
4.2.2 Collect Information and Data of Customers..... 39
4.2.3 Segmenting the market..... 40
4.4 Market Size..... 42

4.5 Competitors....43
4.5.1 Analysis of Competitor....43
4.5.2 Analysis of Healthy Meal Prep Opportunities and Threats....43
4.6 Market Share....44
4.6.1 Market Share Before Entry of Healthy Meal Prep....44
4.6.2 Market Share After Entry of Healthy Meal Prep....44
4.7 Sales Forecast....45
4.8 Marketing Strategy....46
4.8.1 Product or service strategy....46
4.8.2 Price strategy....46
4.8.4 Promotion strategy....46
4.9 List of Office Equipment....47
4.10 Marketing Budget....47
5.0 OPERATION PLAN....48
5.1 Objectives....48
5.2 Operational Process....49
5.2.1 Activity Chart....49
5.2.2 Process Chart....51
5.2.3 Flow Chart....52
5.3 Operational Layout....53
5.4 Production Planning....54
5.4.1 Calculation for Output Per Day....54
5.4.2 Position and Number of Personnel....55
5.4.3 Schedule of Task and Responsibilities....56
5.4.4 Schedule of Remuneration....57
5.5 Material Planning....58
5.5.1 Function of Material....59
5.5.2 Machine and Equipment Planning....60
5.5.3 List of Suppliers....61
5.6 Business and Operation Hour....62
5.6.1 Business Hour....62
5.6.2 Working Hour....62
5.7 Licence, Permits and Regulations....62
5.8 Operation Overhead....63
5.9 Operation Budget....64
5.10 Implementation Schedule....64
6.0 FINANCIAL PLAN....65
6.1 Administrative Budget....66
6.2 Marketing Budget....67
6.3 Operation Budget....68
6.4 Project Implementation Cost and Sources of Finance....71
6.5 Pro-Forma Cash Flow Statement....73
6.6 Pro-Forma Income Statement....74
6.7 Pro-Forma Balance Sheet....75

EXECUTIVE SUMMARY

Our business is Healthy Meal Prep and it is located at 1st and 2nd Floor, Lintas Plaza, 88300 Kota Kinabalu, Sabah. We chose this location because it is a high traffic area due to its close distance with schools, gyms and offices making it easy for customers to come. This business is in the food and beverage industry. Healthy Meal Prep will start operating on 1 January 2026 and is created to help people who want healthy food but do not have time to cook.

Healthy Meal Prep provides ready-to-eat meals and also raw meal prep packages. The food is prepared using fresh ingredients from nearby markets and local suppliers. The meals are prepared in proper portions and are suitable for daily consumption. Customers can choose to buy one meal, daily meals, or weekly meal plans depending on what they prefer.

The business is run by six partners who manage different parts of the business. These positions include General Manager, Administrative Manager, Marketing Manager, Operational Manager, Financial Manager, and Kitchen Manager. Each partner has their own role to make sure the business runs smoothly. A business plan is prepared to help guide the business activities.

This business plan helps us plan the future of Healthy Meal Prep and understand how the business may perform. It also helps us set our goals and direction for the business. With proper planning and cooperation among partners, the business is expected to grow and operate well in the future.

1.0 INTRODUCTION TO THE BUSINESS

1.1 Name Of the Business

The name of our business is Healthy Meal Prep. The word “Healthy” highlights our focus on providing nutritious food, while “Meal Prep” represents the convenience of ready-to-eat and prepared meal services that we offered. We chose this name because it reflects the core activity of our business which is preparing healthy and balanced meals for customers.

1.2 Nature of Business

Our business focuses on providing healthy meal preparation services that offer customers convenient, ready-to-eat meals with balanced nutrition. All meals are calorie-controlled and prepared using fresh ingredients that are supllied from nearby markets and local farmers. Customers can choose whether they want just a meal or three meals a day for breakfast, lunch, and dinner based on their selected weekly plan.

Other than ready-to-eat meals, we also offer Raw Meal Prep Packages, where all the ingredients are cleaned, cut, seasoned and pre-portioned for customers at home. We will provide the cooking instruction for each meal of the packages in a QR form. So the customers can just scan it when they want to cook it instead of using the traditional cooking book which can reduce paper waste. This gives customers the flexibility to enjoy fresh, healthy, home-cooked meals while saving time on preparation. By this way, it allows them to spend quality time with their families instead of using so much time for food preparation which might be difficult especially for working couples.

1.3 Industry Profile

Our business operates in the Food and Beverage (F&B) industry, mainly within the Healthy Meal Preparation and Food Service sector. We are focused on providing nutritious, balanced and convenient meals for individuals who do not have enough time to cook but still want to maintain a healthy lifestyle. Our business falls under the meal prep and ready-to-cook food segment as we offer both fully cooked meals and raw meal packages. This gives customers the option to either enjoy ready-made meals which save so much of their time as they do not have to cook or go grocery shopping but still have delicious and balanced nutrition meals or raw meal packages which are provided using pre-measured and healthy ingredients.

1.4 Business Location

Our Healthy Meal Prep business will operate at Lintas Plaza, Kota Kinabalu. One of the most active and strategically located commercial hubs in the city. The area is surrounded by residential neighbourhoods, offices, fitness centres, and schools, which is highly suitable for both meal delivery operations and customer pick-up services.