



UNIVERSITI TEKNOLOGI MARA



FOOD ON THE GO: DELIGHTS BAKERY

ENT300

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1.0 INTRODUCTION

Food On The Go is a bakery shop located at Sulaman Central, Jalan Sulaman, Sepanggar, Kota Kinabalu Sabah that allow people with busy lifestyle to have their meals instantly and in the most convenient way. This product is suitable for all age ranged between children, teenagers and adults. Food On The Go sells various types of bakery products such as slice cakes, cupcakes and muffins and many more. Our shop is able to serve numbers of people such as entire family in one quick, convenient visit.

We realized that there are many other bakery shop like Food On The Go, but we are very confident that we will excel due to its attention to detail regarding customer service. Food On The Go will slowly but surely gain market share as it is potentially for having a long term relationship with the customers, especially the families. Lastly, our advertisement's creativity will attract a lot of walk in traffic.

Due to nowadays society's lifestyle, many people will go busy with their works and may not have the luxury for having their meals on crowded shops. But Food On The Go focus on the convenience for the customer to get their food, let alone the delicious healthy food. We have seen this opportunity because a lot of people with long working hours would go for fast food for their lunch and dinner because these shops serves their food in instant manners and efficient ways such as drive through and deliveries. But these foods are not very healthy due to its cooking nature (deep fried food). The strength of our shop is delivering healthy products in instant manners such as drive through and food delivery, and also efficient ways on our walk in services.

We, Food On The Go, foresaw that our company has the potential of success provided that it is handled efficiently. Many people should go for healthier food in order to maintain their health and also, save more time to relax rather than lining up at a restaurant to get their food. We also provide services that are customer friendly to ensure return-customers and credibility from our customers. Food On The Go sees this as a way to prosper in this market, by taking advantage of these people's need.

2.0 PURPOSE

This business plan is being drafted so that Food On The Go Enterprise will get the financing it needs in order to start the business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confidence of the bank.

Food On The Go has asked from Maybank for a loan up to RM100, 000 to start up the business. The shareholders also contributed RM20,000 for the vehicles (Van) used for delivering our raw materials and products.

The loan will be used to purchase start up assets such as kitchen equipments, (Ovens, Mixer, Refrigerator, Trays, baking equipments and many more). We also include the purchasing of furniture such as tables and chairs, cupcake and cake holders to complete the needs of opening the bakery shops, also to fulfil the needs of the walk in customers.

We also use this business plan as guideline to the manager in order to succeed in the business. Food On The Go has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will include company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Food On The Go Enterprise will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. Food On The Go is completely confident that it will be able to pay the loan back including the interest payment in loan given.

3.0 COMPANY BACKGROUND

Name Of Company : Food On The Go Enterprise

Address : Sulaman Central, Jalan Sepanggar, Kota Kinabalu, Sabah

Telephone No. : 013-853-3970

Email : foodonthego.ent@gmail.com

Form Of The Business : Partnership

Main Activity : Selling bakery products

Date Of Registration : 10 August 2015

Date of Commencement : 26 August 2015

Initial Capital : RM120,000

Name of Bank : Maybank Bhd