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BUSINESS MODEL CANVAS**



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## **EXECUTIVE SUMMARY**

Marrybrown is a fast-food restaurant. The concept of this restaurant is themed on Malaysian tastes because this is a company from Malaysia. As we all know, Marrybrown competitors like McDonald's, Burger King, A&W, and others use the concept of American taste. For example, hamburgers are among the American foods.

As for the business, Marrybrown provides special and delicious food for youths or students, working adults and families who want to eat a fast meal. This meal is consumed for those who want a filling and fast food. At the same time, it is in line with Malaysian tastes. The restaurant also offers reasonably priced, and large portions compared to competitors in the fast-food category.

The target market for Marrybrown is for workers and students. For example, during lunch hour people need time service. In addition, those who want to create an event and do not have enough time for food preparation. Marrybrown branch locations are mostly in the city and it is strategic to attract the attention of their target market.

It is prepared for a group of people, including the owners, bankers, creditors, suppliers, consumers, and staff. Marketing, operational, organizational, and financial plans are all included in this business plan.

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## 1.0 INTRODUCTION

### 1.1 Company Background



Figure 1: Company's Logo

Marrybrown Sdn. Bhd. was the first local fast food restaurant in Malaysia, started in 1981. The owners, Dato Lawrence Liew, and Datin Nancy Lie, launched the restaurant in 1981 in a small shop lot on Wong Ah Fook Street in Johor Bahru. Marrybrown restaurants are operated and franchised in 15 countries in Asia, the Middle East, and Africa. It was the first major fast-food business to launch menu items that are now typical in most fast-food restaurants, such as rice-based meals, chicken porridge, Sate burgers, and Curry.

The company currently operates over 130 restaurants in Malaysia and more than 350 locations worldwide. They also have branches in China, Indonesia, India, Sri Lanka, Maldives, Africa, the Middle East, and Myanmar. Now, they are the world's largest Halal Quick Service Restaurant (QSR) brand, with headquarters in Asia. This implies that they place a strong emphasis on halal ingredients when serving millions of consumers around the world.

Moreover, the restaurant has expanded its menu, which is the only one of its sort in town, to include local specialties. Famous Malaysia's national rice dish, Nasi Lemak, has been added to the menu's 'Nasi Marrybrown' section. It's made with coconut milk-cooked rice, anchovies, peanuts, a piece of chicken, and Marrybrown's spicy authentic sambal. The restaurant halal menu features a wide variety of tasty meals including Crispy Chicken, Delicious Satay Burger, Speciality Wrap, Fish 'n' Chips, Mi Kari, Chicken Porridge, finger foods, salads, fun fries, and a range of hot and cold beverages and desserts.

They also added some varieties of porridge, such as 'Spicy porridge bowl' and 'Chicken porridge MB'. For the 'Spicy porridge bowl' they put spicy sambal on it. As we can see, the restaurant is in line with its goal of providing customers with "Something Different" experiences. We can tell how unique Marrybrown is from their competitors like KFC, McDonald's, and Texas just by looking at the menu.

## **1.2 Problem Statement**

In terms of Marrybrown's market problem, the company is currently suffering from severely bad brand positioning, primarily as a result of its promotional strategies for advertising new items, providing further information to consumers about their products, and raising brand recognition. Marrybrown's ambitions for increasing brand awareness have failed because the company does not advertise its items on highway billboards, unlike McDonald's and KFC, which do so frequently for seasonal and holiday products.

Apart from that, the lack of digital marketing, such as the lack of Kiosk machines to improve a customer's overall order experience, as practiced by McDonald's, and the absence of the implementation of a mobile application where consumers can browse through a variety of options as well as be provided with seasonal or festive promotional offers, including delivery options to a mobile device Furthermore, Marrybrown's direct marketing including the usage of its website's interface is lacking in inventiveness and integrity, since the information published on their website does not include enough information on their promotions as well as information on the diversity of products they sell.

Furthermore, despite the global economic downturn, Marrybrown has yet to engage in personal selling, unlike Domino's Pizza, which spent time and effort approaching universities in west Malaysia to personally promote and sell their products to individual customers, and Texas Chicken, which approached customers with their own food truck in order to perform a survey in west Malaysia while offering promotional incentives.