



اَوْنِبُوْ سِيْتِي تِي كُنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

SMART MEAL VENDING MACHINE

BUSINESS PLAN

PREPARED BY :

MACHAIREY MARCUS (2011197749)

SYLBIALIN AMIN (2011567839)

SITTY AIRA M.T AIDALA (2011187515)

NUR ATIKAH BINTI MD. HUSSIN (2011351449)

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EXECUTIVE SUMMARY

Smart Meal Vending Machine, is a partnership start-up business that specializes in importing vending machines and commercial food and beverage equipment. We will penetrate the vending industry with innovative, first to market, high quality vending machines. We will establish our own vending routes in Kota Kinabalu, Sabah region.

Bon Appetit Company's mission is to be the leader in introducing innovative, quality vending machines. Through close customer contact and excellent relationships, we will meet the needs of our customers wherever we can. Smart Meal Vending Machines will secure sufficient profits from free cash flow from operations, to sustain its stability and finance future growth. We will add value to our start-up company, new to the industry, and introducing new products, we must be focused and work hard to create the acceptance for ourselves and our product within the marketplace.

Bon Appetit Vending machine Financial Considerations of the company has an initial start-up cost of approximately RM 200 000.00 with 8 units of Smart Meal Vending Machine. Each Smart Meal Vending Machine will be filled with the variety food that can be consume whenever the time is. All food which is consist form the breakfast, lunch and also dinner will be included in each Bon App  tit Vending machine. Despite of having food and drinks, this Vending machine has the unique way where it has been made to also sell the product in combo way. There will be choices for the customer to have a combo meal according to their own appetite. The products of food will be included as follows:

- I. Fast foods
 - Burgers
 - Nuggets
 - Sliced Pizza
 - Bun and bread
- II. Drinks
 - Carbonated drinks