



اَللّٰهُمَّ صَلِّ وَسَلِّمْ وَبَارِكْ
UNIVERSITI
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BUSINESS MODEL CANVAS

(GOLDEN CHICKEN FRY)

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EXECUTIVE SUMMARY

The Golden Chicken Fry offers a variety of Chicken Flavour secret ingredients to ensure the customers are highly satisfied. We can easily be described as an innovative company that always tries new ideas and provides customers with new products on our menu and our marketing plan is we want to focus on city area where this can bring and make our Fried Chicken growth faster and well known.

As for the business, we are providing a crunchiness, crispy and delicious chicken. These fried Chicken are the best to eat when it is still hot and the seasoning is well combined with the chicken so it will taste the best. We also provide fried chicken with many new flavours that people would love to give a try. We are using healthy and fresh chicken to produce our Golden Chicken fry.

The target market for our products is broad as we sell it on the online platform too. But the ideal customers for these products are suitable to eat at 3 years and above. Our company is located in the middle of the town of Setia Alam. As we are included delivery service and take away, this will might help working people life easier. We hope that Golden Chicken fry can creates more new innovations that suits the customers preferences.

We believe its high quality, affordable pricing strategy and how we engage communication to customers and we are producing the product. Hence the communication and promotion, we put is the one of vital part on this marketing plan.

INTRODUCTION

Company background

Golden Chicken Fry (GCF) is a partnership business that is owned by 6 members. The director of this company is Siti Nur Afiqah, she holds a big responsibilities and highest position to run our company. The other managers in this company will assist and contribute to the idea as much as they can to ensure that the business runs smoothly. There are five managers in our company involve Nur Najla Izni as general manager, Nur Shahera Wahida as financial manager, Syahirah Atiqah as marketing manager, Zaima Muhammad as administrative manager and Nor Aziera as operational manager.

Nature of Business

GCF stands for Golden Chicken Fry. Golden Chicken Fry serves delicious fresh fried chicken that is cooked to perfection and has a distinct flavour and seasoning and also crunchy. What goes into making of our perfect fried chicken? of course it's the fresh and healthy chicken, the golden breading, or the ideal crunch. These fried chickens are best eaten while still hot and the seasoning is well combined with the chicken for the best flavour. We also offer fried chicken in a variety of new flavours that customers are eager to try. Fried chicken is unquestionably Malaysia's favourite comfort food. We often made our fried chicken fresh from whole poultry, resulting in a delectable combination of crispy skin and juicy meat. Today, consumers are more conscious of their health, some fried chickens are too oily, that's not healthy and also, they serve non fresh chicken. We care about our customer; we have various of flavour some of them are contain healthy ingredient. For those who are on diet, they can choose what fried chicken that suitable for their diet.

In comparison to other brand, our fried chicken has a lot of various types of flavour that another brand does not have. We also serve unique fried chicken flavours and we use secret ingredients to make our fried chicken unique and delicious. We only use fresh and healthy chicken to make our fried chicken unique.