

PEHRIZ



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EXECUTIVE SUMMARY

The mission of our business is “to provide customers with a healthy or dietary food and make them satisfy which subsequently repeat their order”, where we are dedicate to provides our customer a nutrition food and make them satisfy with our product so that they will repeat buying our products. Our new business need a regular customer or a customer that pass by that happy with our product and parallel with our vission which is “to bring joy to our customers by creates and serves with our delicious high–quality healthy or diet food and drink at a reasonable price while focusing to open a new branch every year throughout Malaysia”. Where are also plan to open a new branch of our business, not just in Seremban, Negeri Sembilan but also throughout the peninsular, Sabah and Sarawak in Malaysia.

We decided to named our business as “**Pehriz**” which is Pehriz means diet in *Azerbaijan* because our product is a based on healthy or diet food. Our business located at No.1, Jln Haruan 2, Taman Bukit Kepayang, 70300 Seremban, Negeri Sembilan. We choose this location because it is a strategic places where it is in the middle of the city. Then, Pehriz consist of four (4) members of partnership, namely, Nor Fateha, Nuryasmin Zulaikha, Nur Hazmida Husna and Nur Azmina Husna. Everyone own a 25% of ownership through the partnership agreement that have been signed by all members. Our business have General Manager, Marketing Manager, Operations Manager, Administrative Manager, and Finance Manager.

Our main products is food and drinks which are salad, spaghetti, oatmeal and green tea smoothie. Our business also provides a services which is delivery services and we have our own runner delivery. This business productions are manage by Operations Manager. However, we have our own customer that we have been target such as geographic segmentation, dieter and senior citizen. Geographic segmentation is because every customer want to have a complete infrastructure. Next, dieter,there are an individuals that live a wellness-oriented lifestyle and very concerned about their nutrition, fitness, stress, and environment. Furthermore, there are senior citizen that require a healthy and nutritious nourishments for their bodies and usually the elderly are very concerned about their nutritions or diet. Thereby, our business serve a healthy food that contains a great ingredients and in line with the healthy eating pyramid that will satisfy all tastes of our target-market customers. Moreover, our business located in the city so there a lot of public transportation facilities that have been provided for our customer.

Likewise, every business will have competition so do as Pehriz. Since this business is located in the middle of the city so there is a lot of competition that has the same business

nearby Pehriz, such as, BMS Organics, Restaurant Balqis, and So Thai Kitchen & Coffee. Pehriz advantages among all the competitors are have a high quality of foods, affordable price, friendly services and located at a strategic location which become focus of all the community customers. We will always find a strategic in order to get the market share such as we will make any innovation that able to meet customer tastes by achieve a level of customer satisfaction with Pehriz. Besides, we also wil ensure the quality of each foods and beverages is maintained and thus the customer will always be satisfied with the foods and beverages prepared by Pehriz.