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BUSINESS NAME:

MUSHROOM BIOME FOODTRUCK

FOOD TRUCK

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EXECUTIVE SUMMARY

Our company's name is Mushroom Biome. It's the result of combining the words "mushroom" and "biome." Mushroom Biome is also a food truck that specialises on Malaysian fast cuisine, with mushrooms as our major menu item. Plus, instead of utilising regular oyster mushroom, our mushroom is a handcrafted mushroom created with enoki mushroom. The major goal of this business is to expand the number of local fast-food restaurants that provide the same product as non-local mushroom joints but at a lower cost.

The Mushroom Biome food truck will debut on February 14th, 2022. We chose this form of business because we saw an opportunity to expand our existing business. This is because food goods, particularly fast-food products, are currently in high demand and will continue to be so in the future. Furthermore, several businesses have grown in recent years as a result of providing high-quality meals to their clients. The reason we chose mushroom as our main course is that all Malaysians, regardless of religion or race, like eating mushrooms. In addition, we may use the mushroom to create a variety of menus.

Every year, this business plan will be used to analyse the company from the beginning. It's also critical to safeguard our financial situation. This is because banks or other investors may require a copy of our business plan in order to determine the profitability of the company. This business plan will be very important for us to operate our firm because it includes an introduction to our company, marketing plan, administration plan, operational plan, and financial plan.

For our food truck, we chose only one location where we can park our vehicle and attract many clients, which is the food truck area. This location also provides essential utilities including water, electricity, Wi-Fi, and parking. Because we are in the food service industry, we always require a large supply of water. We also planned to sell our business at night, so having electricity is vital. Furthermore, we chose Wi-Fi-enabled sites because many people currently prefer to eat in places with decent internet connections.

INTRODUCTION

1.1 Name of the Business

Our business is called “*Mushroom Biome*”. Its name is derived from the mushroom biome, which is the rarest biome in the “*Minecraft*” game. Since we sell fried mushrooms as our main meal, we chose the word “*mushroom*” for our business name. Furthermore, “*biome*” refers to a specific location where our business solely sells fried mushrooms. As a result, our fried mushrooms were created to satisfy our valued consumers.

1.2 Nature of Business

Mushroom Biome is a food truck that focuses on Malaysian snacks, with its main menu dish featuring fried mushrooms. Furthermore, we employed a variety of edible mushroom types that we procured from a trusted supplier. This is to ensure that our mushroom product is safe and delicious to consume. In addition, we offer a variety of menu choices at affordable prices for our valued customers to choose from.

1.3 Business Profile

The main objective of establishing this business is to increase the number of local snack food businesses that sell the same product as Uncle BOB. However, we will provide our products in the most cost-effective manner possible and with higher-quality dishes.

1.4 Location of the Business

For our food truck, we identified two strategic locations where we can pitch it and attract many customers. First, we went to Bandar Baru Uda, a well-known food truck location in Johor Bharu. This is due to the fact that the food truck industry can greatly assist us in gaining awareness identification. Apart from that, we selected to place our