



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS KOTA SAMARAHAN**

QUANG QUICK BREAKFAZZ

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1.1 INTRODUCTION

Name of Business

The name of our business is "**Quang-Quick Breakfazz**". The word "**Quang-Quick**" derived from the Sarawak dialect that is 'kuang-kuit' which means commute. Basically it refers to the way we operate our business by selling the product from a place to other places. Meaning to say that, we stop at one place for a certain time and sell our product ~~and go to~~ another place. The word "**Breakfazz**" originally came from the word breakfast. It is because we only start our operation during breakfast from 7.00 am until 11.am

Nature of Business

Our business offers a unique style of breakfast where by our customer no need to go to our place but instead we come to them. Our company run a techno-enterprise system where by our customer can purchase online our product. Meaning to say that after our customer buy our breakfast online, we send our product to their place. We will stay there for 1 hour to wait for our customer. We hope that we can be the first and the centre of this new business in Malaysia.

Quang quick breakfazz

INFORMATION TECHNOLOGY

Website

Our company runs a techno enterprise that using internet as the main connection to our customer. They can sign up in our website. Once they have already sign up and when they purchase the product, we will come to them to deliver the product. It is an easy way to our customer to start their day. We already put our entire menu in the website. Therefore, it gives an easy way to our customer to pick their meals.

Our customers also have been providing an online banking to pay their meals. We use Maybank as our main place for payment. It is because Maybank is known for their easiest online banking. Our customers have a fix account in our account for a month. Therefore, it gives both parties a very systematic way of dealing the monthly payment.

We Delivered 'Ur BreakFazz.

file:///C:/Documents%20and%20Settings/new/My%20Documents/QU...



Quang Quick BreakFazz

Quang Quick Breakfazz is the first in Malaysia that produces healthy and delicious breakfast meals to all the customer. Quang Quick Breakfazz is focusing to serves the customer around Swinburne College and Kompleks Wisma Persekutuan, Kuching. Customers from outside this area also can enjoy the Quang Quick Breakfazz breakfast meal. The foods ordering can be done via online, phone call or can personally come to the Quang Quick Premise.

For you that are interesting to deal with us, you can join us by being members. No membership fee is charge. So what you've waiting for? Register now to enjoy our breakfast and we'll surely make your day brighter than ever...

Register Now

Name:	<input type="text"/>
Phone No:	<input type="text"/> (tp)
Address:	<input type="text"/>
E-Mail:	<input type="text"/>
Location:	<input type="text"/> Swinburne <input type="button" value="v"/>
<input type="button" value="Register"/>	



1.2 EXECUTIVE SUMMARY

QUANG QUICK BREAKFAZZ is a mobile vehicle café establishment that aims to provide the best way of business which uses technological approach to delight and attract customers, an at the same time keeping it distinguishable and unique from other competitors in the market. Thus QUANG QUICK BREAKFAZZ is new venture for Technological Entrepreneurship in Malaysia.

The main selling points for QUANG QUICK BREAKFAZZ would be the operation of our business. Early in the morning, we will deliver our breakfast box personally to our customer and wait at the station for certain time. This never had been done before by any café in Malaysia. This is because other local cafes or business in the local market basically offer the same thing for community and we can say that the only thing that separates them from each other is their list of menus. There is very little room for innovation. People come, sit down, order their drinks, wait and that's just about it.

Thus we've decided to capitalize on this situation by offering something new. At our mobile breakfast, customers no longer have to shout and call for the waiter to fetch them the menu. Instead, they get to order their meal the futuristic way, using our interactive website. They can surf the internet and go to