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BUSINESS PLAN REPORT: EDIBLE SALAD BOWLS (EdiBowls)

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1.EXECUTIVE SUMMARY

EdiBowls is an innovative and eco-conscious healthy food business located in Bukit Jelutong, Shah Alam, a thriving urban center known for its vibrant lifestyle, diverse population, and increasing demand for nutritious, sustainable food options. This restaurant offers a unique dining experience by serving fresh, customizable salads in edible bowls made from natural ingredients, promoting zero waste while delivering high-quality, flavorful meals. Bukit Jelutong was chosen as the ideal location due to its bustling commercial districts, proximity to office spaces, universities, and fitness centers, and a growing community of health-conscious individuals seeking convenient yet wholesome meals. This strategic placement ensures a consistent customer base, including working professionals, fitness enthusiasts, students, and families looking for healthy dining alternatives.

Opening the EdiBowls in Malaysia addresses an important public health concern, as the country has one of the highest rates of obesity and diet-related diseases in Southeast Asia. By providing Malaysians with easy access to nutritious, low-calorie meals packed with fresh vegetables, lean proteins, and superfoods, the restaurant can play a vital role in promoting healthier eating habits. The customizable menu caters to a variety of dietary needs, including vegetarian, vegan, gluten-free, and high-protein diets, making it accessible to a broad audience with diverse nutritional requirements. This helps encourage balanced eating and supports efforts to reduce the prevalence of non-communicable diseases such as diabetes, hypertension, and heart disease, which are on the rise due to unhealthy diets and sedentary lifestyles.

Moreover, EdiBowls contributes to environmental sustainability by eliminating the use of single-use plastics and reducing food waste through its innovative edible bowl concept. This aligns with the Malaysian government's push for greener initiatives and sustainable business practices, making it an attractive dining option for eco-conscious consumers. The restaurant not only provides a platform for healthy eating but also raises awareness about the importance of making sustainable food choices, fostering a culture of health and environmental responsibility among Malaysians. By offering delicious, health-boosting meals in an environmentally friendly way, the

EdiBowls aims to be a pioneer in transforming the Malaysian food landscape, promoting a healthier, greener future for the nation.

By introducing this unique and innovative packaging concept of the EdiBowls, we aim to spark curiosity and excitement among customers, creating a strong “I really want to try this” feeling that drives them to experience our offerings. The Edibowls not only enhances the presentation of the meal but also adds an enjoyable, flavorful element to the dining experience, making it stand out from conventional salad options. This creative approach is designed to appeal to a wide audience, from health enthusiasts and busy professionals to families and students, encouraging them to incorporate our healthy meals into their daily routines.

We believe that the convenience, taste, and sustainability of our edible salad bowls will inspire customers to choose them not just as a one-time novelty but as a regular part of their lifestyle. By making healthy eating exciting and accessible, EdiBowls seeks to establish itself as a go-to option for nutritious daily meals, helping Malaysians shift towards healthier food choices while supporting environmentally conscious dining practices. Through this approach, we aim to foster a community of loyal customers who prioritize both their health and the planet.