



اَوْنَبُوْرُ سَيِّدِي تِكْنُوْلُوْجِي مَارَا
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BUSINESS PLAN ASSIGNMENT
(50%)

Prepared by:

NAME	1. Adam Khairin Muqrish Bin Azlan (2022846494) 2. Muhammad Irfan Bin Azami (2022872424) 3. Syafiqah Alia Binti Hamdan (2022897516) 4. Farah Afrina Binti Zulkarnain (2022825732)
GROUP	AS1145A1
LECTURER'S NAME	DR SAZLIN SUHALMIE

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EXECUTIVE SUMMARY

HealthHaven, located at No. 123 Jalan Ampang 1, 68100, Kuala Lumpur, is a sole proprietorship dedicated to transforming meal preparation and delivery with a focus on health, convenience, and sustainability. The business offers pre-portioned meals tailored to diverse dietary preferences, including keto, vegan, and balanced nutrition plans, using locally sourced ingredients and eco-friendly packaging to ensure freshness and support sustainable practices. HealthHaven caters to working professionals, health enthusiasts, and corporate clients in Kuala Lumpur, providing nutritious, time-saving solutions for their dietary needs.

The business aims to secure RM 240,000 in funding from Maybank to cover operational costs and strategic growth initiatives. With this investment, HealthHaven projects revenues exceeding RM 3 million in its first year, growing to over RM 4 million by the third year. Profitability is supported by effective cost management, robust subscription models, and corporate wellness programs. The business plan serves as a comprehensive guide to achieving operational efficiency, market penetration, and long-term growth.

HealthHaven's vision is to become a trusted leader in the meal prep industry, promoting healthier lifestyles through its innovative offerings and exceptional service. By combining high-quality products, strategic marketing, and a commitment to sustainability, HealthHaven is well-positioned to meet the evolving needs of its target market and achieve lasting success.

Business DescHealthHaven is a dynamic and innovative meal prep service dedicated to transforming the way individuals access and enjoy healthy meals. Situated in Kuala Lumpur, Malaysia, HealthHaven operates at the heart of a burgeoning health and wellness food industry, addressing the increasing demand for convenient, nutritious, and delicious meal options. Our business offers pre-portioned meals meticulously crafted to cater to diverse dietary preferences, including keto, vegan, and balanced nutrition plans. By leveraging locally sourced ingredients, we not only ensure freshness and quality but also support sustainable agricultural practices and local farmers. Furthermore, our meals are delivered in containers, reuse packaging, reinforcing our commitment to environmental responsibility.

HealthHaven's vision extends beyond individual consumers; we aim to serve corporate clients by introducing tailored meal plans designed for workplace wellness programs and events. Our subscription-based services promise convenience and consistency, fostering long-term customer relationships. With plans to diversify our offerings to include snacks and beverages, HealthHaven is positioned to become a comprehensive solution for healthy living. As we grow, our dedication to quality, sustainability, and customer satisfaction will solidify our reputation as a trusted leader in the meal prep industry.

HealthHaven is a forward-thinking meal prep service committed to revolutionizing how people approach healthy eating in their daily lives. Located in the bustling city of Kuala Lumpur, HealthHaven operates in the rapidly expanding health and wellness food sector. By offering pre-portioned meals tailored to a variety of dietary needs, including keto, vegan, and balanced nutrition plans, we aim to address the growing demand for convenient, nutritious meal options. Our strategic use of locally sourced ingredients and packaging underscores our dedication to sustainability and quality. Looking ahead, HealthHaven plans to broaden its services to include corporate meal plans and subscription packages, positioning itself as a trusted leader in the meal prep industry.

1.2 Logo Description



Figure 1. Our logo

ELEMENTS	DESCRIPTION
Wooden bowl	represents natural, wholesome food, aligning with our meal prep service's focus on health and sustainability.
Vegetable	signify freshness, nutrition, and the incorporation of natural ingredients into our meals.
Circular vine	creates a sense of unity and balance, echoing the holistic approach to health and well-being
Colour scheme (Earth tone)	greens symbolizing health and fresh produce, browns evoking warmth and rustic charm, and soft creams adding elegance, create a natural and inviting aesthetic
Typography	The brand name ' Health Haven ' is written in bold ,black, serif font with slight curved below the wooden bowl to compliment it
'Healthy Food, Healthy You' Phrase	Our business motto