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MARA



# BUSINESS PLAN: LELEH SIGNATURE FOODS

PRINCIPLE OF ENTREPRENEURSHIP (ENT530): BUSINESS PLAN

FACULTY & PROGRAMME	: FACULTY OF INFORMATION SCIENCE MANAGEMENT BACHELOR OF INFORMATION SCIENCE (HONOURS) LIBRARY MANAGEMENT (CDIM260) BACHELOR OF INFORMATION SCIENCE (HONOURS) RECORDS MANAGEMENT (CDIM261) BACHELOR OF INFORMATION SCIENCE (HONOURS) INFORMATION SYSTEM MANAGEMENT (CDIM262)
SEMESTER & GROUP	: SEMESTER 3 GROUP CDIM3ST1
PROJECT TITLE	: LELEH SIGNATURE FOODS
NAME	: KHAIRULNIZAM BIN MUHAMED (2024203378) ALWINCESS RISSE ANAK ALBERT (2024244218) DOLRINA ANAK MISENG (2024456828) MOHAMAD ANISYAM BIN SYAMSUDDIN (2024669874) HIZAL ZIKRY BIN SHAIMI (2024289776) NURUL AFIQAH BINTI HAFZMAN (2024274938)
LECTURER	: MR. RASLAN BIN NORDIN

## **ACKNOWLEDGEMENT**

We would like to begin by expressing my deepest gratitude to my lecturer, sir Raslan bin Nordin. Your guidance throughout this journey has been invaluable. Thank you for your endless patience in explaining complex topics and for your insightful feedback that pushed us to improve. Your passion for the subject was truly inspiring and made the learning process much more engaging. This achievement would not have been possible without your unwavering support and encouragement.

A special thank you to Padu Solution Sdn. Bhd. for partnering with us on our assignment. By generously providing information and agreeing to an interview, they gave us a crucial behind-the-scenes perspective. Their involvement was key to enriching our understanding and final output.

Finally, we would like to take a moment to acknowledge each of our self. This journey required dedication, perseverance, and a lot of hard work. There were moments of doubt, but we are proud of the effort we each invested and the progress we have made. Completing this feel like a significant personal milestone, and we will carry the confidence gained from this experience forward into my future endeavors.

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## **1.0 EXECUTIVE SUMMARY**

Leleh Signature Foods is a partnership company registered with the Companies Commission of Malaysia (SSM) and operates in the food and beverage industry. The company specializes in street food products, with a primary focus on burger-based offerings prepared using standardized recipes and quality ingredients. Leleh Signature Foods aims to provide affordable, consistent, and high-quality food to a broad consumer market while maintaining efficient operations and a strong brand identity.

The mission of Leleh Signature Foods is to provide high-quality, affordable, and consistently prepared street food products that meet customer expectations in taste, hygiene, and service. The company is committed to building a strong and recognizable brand through efficient operations, standardized processes, and continuous improvement while delivering value to customers and business partners.

Leleh Signature Foods focuses on burger-based street food made mainly from chicken, meat, and eggs, targeting mass-market consumers through affordable pricing, consistent quality, and attractive flavors. Its core products include Burger Mayo Leleh, Burger Cheese Leleh, Burger BBQ Leleh, Burger Pedas Leleh, and Burger Sos Leleh. To expand the Burger Leleh brand, the company adopts a single-unit street-based or building-based franchise model operated by individual franchisees. The franchise agreement lasts 3–5 years and is renewable, with expansion carried out state by state. An initial investment of RM38,000 to RM83,000 is required, including a one-time franchise fee of RM7,500, along with a 5% monthly royalty fee and a RM300 monthly marketing fee.

Leleh Signature Foods holds a strong competitive advantage in the street food market by combining a proven burger-based product concept with a franchisee-oriented business model. The company's clear product differentiation, structured pricing strategy, and flexible menu offerings are specifically designed to support franchise operators by providing multiple revenue options within a standardized and manageable system. The wide range of menu options, including regular, special, double, triple, jumbo, and egg-based (Benjo) burgers, enables franchisees to serve diverse customer segments while maximizing sales potential at each outlet. The company focuses on busy urban and suburban locations such as Kuala Lumpur, Selangor, Johor, Penang, Perak, Sabah, and Labuan. These locations have been identified as having a high demand for this product.

Leleh Signature Foods' key competitive strength lies in its signature "Leleh" concept, which features generous sauces that enhance taste, visual appeal, and brand recognition,

helping outlets attract repeat customers through consistent products. This is supported by affordable, tiered pricing that balances customer value with franchisee profitability, including high-margin items like the Benjo (egg-based burger). The brand's simple and standardized operating system reduces complexity, lowers labor dependency, and ensures consistent quality across outlets, while strong franchise support and guidance further reduce business risk. Together, these strengths give Leleh Signature Foods a sustainable and scalable competitive advantage.

Leleh Signature Foods projects steady financial performance over its first five years of operation. With average sales of 120 burgers per day at RM7, annual revenue is estimated at RM302,400 in Year 1, growing at a conservative 5% annually. The business is expected to maintain a gross profit margin of about 55%, resulting in a net profit after tax of approximately RM108,000 in Year 1, increasing to around RM143,000 by Year 5. Cash flow is projected to be positive from Year 1, with a RM10,000 term loan fully repaid by Year 3, after which the business will operate debt-free, indicating strong profitability and long-term financial sustainability.

Leleh Signature Foods is supported by a structured management team that ensures efficient operations and sustainable franchise growth. The Managing Director oversees overall strategy and long-term planning, while the Operations Manager manages daily outlet operations, food quality, and compliance with safety standards. Franchise growth is led by the Franchise Development Manager, who handles franchisee recruitment and performance monitoring. Financial matters are managed by the Finance Manager, overseeing budgeting, cash flow, and reporting. The Procurement and Supply Chain Manager ensures consistent supply and cost control, while the Marketing and Brand Manager drives branding, promotions, and centralized marketing support across all outlets.

Leleh Signature Foods requires different initial financing based on outlet format. A street-based outlet requires about RM38,000, funded by RM28,000 owner's equity and a RM10,000 bank loan at 6% over three years, while a building-based outlet requires approximately RM83,000, financed through RM50,000 equity and a RM33,000 loan at 6% over five years. Both outlet types are expected to generate positive cash flow from Year 1. The street-based outlet is projected to break even within 4–6 months with an estimated ROI of 280%, while the building-based outlet is expected to break even within 6–8 months and achieve an estimated ROI of 70%, with returns improving over time.

## 2.0 COMPANY PROFILE

### 2.1 Company Details

<b>Company Name</b>	Leleh Signature Foods
<b>Logo</b>	 The logo for Leleh Signature Foods features the word "Leleh" in a large, blue, cursive script font. Below it, the words "SIGNATURE FOODS" are written in a smaller, blue, sans-serif font, flanked by two gold stars.
<b>Vision</b>	To build a leading street food franchise brand that delivers quality, consistency, and growth opportunities nationwide.

### 2.2. Company History

Leleh Signature Foods was officially registered with the Companies Commission of Malaysia (SSM) on 2 January 2026 with the aim of entering the street food industry through a structured and scalable burger-based franchise model. Since its establishment, the company has focused on building a strong operational foundation and has identified fourteen (14) strategic outlet locations across selected states, comprising both company-owned and franchise outlets, with emphasis on high-traffic and accessible areas. Operationally, Leleh Signature Foods has finalized its core product offerings and standardized recipes to ensure consistent quality. Key raw materials such as burger patties, eggs, buns, and sauces have been specified by brand, and suppliers in each state have been shortlisted, ensuring reliable supply, cost efficiency, and uniform product standards across all outlets.

### 2.3 Legal Structure

Leleh Signature Foods operates as a partnership business registered with the Companies Commission of Malaysia (SSM) under the Registration of Businesses Act 1956, and is jointly owned and managed by its partners, who share responsibilities, profits, and liabilities in accordance with the partnership agreement. Under the Partnership Act 1961, the partners are subject to unlimited liability, making them personally responsible for the business's obligations. This legal structure was chosen as it is suitable for the company's early stage of development, offering management flexibility, lower setup and compliance costs, and efficient decision-making, while allowing partners to pool expertise and maintain direct control over

operations and brand standards. As the business expands its franchise network, Leleh Signature

Foods may consider restructuring into a private limited company (Sendirian Berhad) under the Companies Act 2016 to obtain limited liability protection and enhance credibility. In operating as a franchisor, the company will comply with the Franchise Act 1998, ensure trademark protection under the Trade Marks Act 2019, and meet all relevant local authority and food safety regulations.

#### 2.4 Key Partnership / Management

<b>Role</b>	<b>Key Responsibilities</b>
<b>Managing Director (Partner)</b>	Provides overall business direction, strategic planning, and long-term decision-making. Oversees company performance, expansion strategies, and franchise development while ensuring alignment with the company's vision and objectives.
<b>Operation Manager</b>	Manages daily outlet operations, including food preparation standards, staff supervision, workflow efficiency, and compliance with hygiene and safety regulations. Ensures consistent product quality and service across all outlets.
<b>Finance Manager</b>	Oversees financial planning, budgeting, cash flow management, and financial reporting. Evaluates financial performance of company-owned and franchise outlets and ensures compliance with statutory and regulatory requirements.
<b>Procurement and Supply Manager</b>	Manages supplier sourcing, raw material procurement, inventory control, and cost management to ensure consistent ingredient quality and reliable supply across all outlets.
<b>Franchise Development Manager</b>	Leads franchise planning and execution, including franchisee selection, onboarding, compliance with franchise agreements, and monitoring franchise outlet performance to maintain brand and operational standards.

<b>Marketing and Brand Manager</b>	Responsible for brand positioning, marketing strategy, promotions, and customer engagement. Supports franchise outlets through centralized marketing initiatives and brand guidelines to maintain a consistent brand identity nationwide.
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### 3.0 INDUSTRY ANALYSIS

The Malaysian foodservice industry is growing steadily, particularly in the quick service restaurant (QSR) and street food segment, driven by demand for affordable and convenient meals. Leleh Signature Foods operates within this sector and stands out through its structured burger menu, signature “Leleh” sauce concept, and standardized operations. The business is further differentiated by its franchise-ready model, which allows scalable growth while maintaining consistent quality and brand identity.



Figure 1: Market Opportunity & Growth Potential for Leleh Signature Foods



Figure 2: Malaysia Foodservice Market: Sales Projection and Growth Outlook

### 3.1 Industry Trend

From an economic perspective, the growth of Malaysia’s foodservice and quick service restaurant (QSR) industry is driven by rising urbanisation, increased labour force participation, and changes in consumer spending behaviour. As more consumers work longer hours and seek convenience, demand for affordable and quick meal options such as burger-based street food continues to grow. Despite inflationary pressures and higher living costs, consumers remain price-sensitive, favouring value-for-money food offerings. This trend benefits businesses like Leleh Signature Foods that offer competitively priced products supported by efficient cost structures. In addition, economic recovery and stable household consumption contribute to continued spending on fast and convenient food, making the sector relatively resilient during periods of economic uncertainty.

From a social perspective, busy lifestyles, urban living, and a growing preference for convenient and affordable meals have increased demand for street food and quick service restaurants. Consumers, particularly students and working adults, prefer quick meals that are easily accessible, consistent in taste, and suitable for on-the-go consumption. Burger-based

street food aligns well with these social trends due to its wide acceptance, customizability, and visual appeal. Furthermore, social media influence and food trends encourage younger consumers to try visually attractive and trendy products such as specialty burgers.

From a technological perspective, the expansion of digital platforms has significantly influenced the foodservice industry. The widespread use of food delivery applications, social media marketing, and digital payment systems enables food businesses to reach a broader customer base and increase sales. Technology also improves operational efficiency through standardized recipes, inventory management, and digital promotion, supporting scalable and franchise-based business models.

From a political and regulatory perspective, the Malaysian foodservice industry is governed by regulations related to food safety, hygiene, business registration, and franchising. These regulations encourage businesses to operate in a structured and standardized manner. Although compliance increases operational responsibilities, it enhances consumer confidence and supports the long-term sustainability of the industry.

## 3.2 Key Success Factors of Leleh Signature Foods

### 3.2.1 Strong Product Differentiation

Leleh Signature Foods' core success factor is its distinctive "Leleh" concept, which emphasizes generous sauces, rich flavours, and visually appealing burgers. This differentiation helps the product stand out in a highly competitive street food market where many offerings are similar. A strong and recognizable product increases customer recall and repeat purchases, which are critical for long-term success.

### 3.2.2 Affordable and Tiered Pricing Strategy

The company offers a structured menu with multiple price tiers, including regular, special, egg-based, and premium options. This allows Leleh Signature Foods to cater to different customer segments, from budget-conscious consumers to those seeking value-added products. Affordable pricing combined with perceived value helps maintain steady demand even during periods of economic pressure.

### 3.2.3 Cost-Efficient Ingredients and Menu Design

Using widely available ingredients such as chicken patties and eggs enables effective cost control while maintaining acceptable quality. This cost efficiency allows the company to sustain healthy profit margins, support competitive pricing, and offer attractive returns to franchisees. A low and stable food cost structure is a critical success factor in the foodservice industry.

### 3.2.4 Standardized Operations and Consistency

Standardized recipes, preparation methods, and operating procedures ensure consistent taste and quality across all outlets. Consistency builds customer trust and is especially important for franchise expansion, where customers expect the same experience regardless of location. This operational reliability is a key driver of brand credibility and scalability.

### 3.2.5 Franchise-Ready Business Model

Leleh Signature Foods is designed with simplicity and scalability, making it suitable for franchising. Low startup costs, simple cooking processes, and short break-even periods attract franchise partners and enable faster expansion. A franchise-friendly model increases market coverage while reducing the company's reliance on company-owned outlets alone.

### 3.2.6 Strategic Location Selection

The company's focus on identifying high-traffic and strategically located outlets increases visibility and customer access. Location plays a major role in street food success, and careful site selection directly influences daily sales volume and outlet performance.

### 3.2.7 Strong Brand Identity

A clean, modern, and professional brand identity enhances customer confidence and differentiates Leleh Signature Foods from informal street food vendors. Strong branding also supports franchise growth by increasing trust among potential franchisees and investors.

### 3.3 Long-Term Industry Prospects

The long-term prospects of the foodservice and quick service restaurant (QSR) industry in Malaysia are positive, supported by sustained urbanization, changing lifestyles, and continued demand for convenient and affordable food options. Burger-based street food is expected to remain relevant due to its wide consumer acceptance, flexible pricing, and adaptability to evolving consumer preferences. With the integration of technology, standardized operations, and franchise expansion, the industry is well-positioned for sustainable growth over the long term.

## 4.0 PRODUCT DESCRIPTION

### 4.1 Detail of Product

#### 4.1.1 Burger Mayo Leleh


Burger Mayo Leleh is the signature burger of Leleh Signature Foods, made with a freshly grilled chicken or beef patty served in a soft bun. It is topped with creamy mayonnaise, chili sauce, and tomato sauce, along with fresh cucumber and tomato slices. The highlight of this burger is the extra “Leleh” mayonnaise, which melts over the patty to create a rich taste and strong visual appeal.

Features	Variety	Price (RM)	Virtual Product
<ul style="list-style-type: none"> <li>Choice of <b>chicken or beef patty</b></li> <li>Served in a soft burger bun</li> <li><b>Extra loaded signature mayonnaise (“Leleh”)</b></li> <li>Creamy, rich flavour with strong visual appeal</li> <li>Chili and tomato sauces for balanced flavour</li> </ul>	Regular Single	7.00	 <p><b>Leleh</b> REGULAR SINGLE BURGER MAYO LELEH CHICKEN OR BEEF</p> <p>CHICKEN OR BEEF BAKED PATTY - SIGNATURE MAYO - FRESH CUCUMBER &amp; TOMATO</p>
	Regular Double	9.00	
	Regular Tripple	11.00	
	Regular Benjo	5.00	
	Special Single	8.00	

<ul style="list-style-type: none"> <li>• Fresh <b>cucumber and tomato slices</b> for added texture</li> <li>• <b>Optional Benjo (egg)</b> with the same features</li> <li>• <b>Special version:</b> extra cheese slice and patty wrapped with fried egg for a richer, more filling burger</li> </ul>	Special Double	10.00	
	Special Tripple	12.00	
	Special Jumbo	14.00	
	Special Benjo	6.00	

#### 4.1.2 Burger Cheese Leleh


Burger Cheese Leleh is a signature burger from Leleh Signature Foods, made with a freshly grilled chicken or beef patty in a soft bun. It is topped with melted cheese sauce and cheese slices, along with chili and tomato sauces, and fresh cucumber and tomato slices. The key highlight is the rich, flowing “Leleh” cheese, which enhances both the taste and visual appeal of the burger.

Features	Variety	Price (RM)	Virtual Product
<ul style="list-style-type: none"> <li>• Choice of <b>chicken or beef patty</b></li> <li>• <b>Extra melted cheese sauce (“Leleh” concept)</b></li> <li>• <b>Creamy and rich cheese flavour</b></li> <li>• Chili and tomato sauces for balanced flavour</li> <li>• Fresh <b>cucumber and tomato slices</b> for added texture</li> <li>• <b>Optional Benjo (egg)</b> with the same features</li> </ul>	Regular Single	7.00	
	Regular Double	9.00	
	Regular Tripple	11.00	
	Regular Benjo	5.00	
	Special Single	8.00	
	Special Double	10.00	
	Special Tripple	12.00	

<ul style="list-style-type: none"> <li>• <b>Special version:</b> extra cheese slice and patty wrapped with fried egg for a richer, more filling burger</li> </ul>	Special Jumbo	14.00	
	Special Benjo	6.00	


#### 4.1.3 Burger BBQ Leleh

Burger BBQ Leleh is a flavorful burger from Leleh Signature Foods, made with a freshly grilled chicken or beef patty in a soft bun. It is topped with BBQ sauce, along with chili and tomato sauces, and fresh cucumber and tomato slices. The key feature is the extra “Leleh” BBQ sauce, which gives a smoky, slightly sweet taste and an attractive appearance.

Features	Variety	Price (RM)	Virtual Product
<ul style="list-style-type: none"> <li>• Choice of chicken or beef patty</li> <li>• Extra loaded BBQ sauce (“Leleh” concept)</li> <li>• Smoky and savoury BBQ flavour</li> <li>• Chili and tomato sauces for balanced flavour</li> <li>• Fresh cucumber and tomato slices for added texture</li> <li>• Optional Benjo (egg) with the same features</li> <li>• Special version: extra cheese slice and patty wrapped with fried egg for a richer, more filling burger</li> </ul>	Regular Single	7.00	 <p>REGULAR SINGLE BURGER BBQ LELEH CHICKEN OR BEEF</p> <p>CHICKEN OR BEEF BAKED PATTY • STICKY BBQ SAUCE • SIGNATURE MAYO • FRESH CUCUMBER</p>
	Regular Double	9.00	
	Regular Tripple	11.00	
	Regular Benjo	5.00	
	Special Single	8.00	
	Special Double	10.00	
	Special Tripple	12.00	
	Special Jumbo	14.00	
	Special Benjo	6.00	


#### 4.1.4 Burger Spicy Leleh

Burger Spicy Leleh is a bold and spicy burger from Leleh Signature Foods, made with a freshly grilled chicken or beef patty in a soft bun. It is topped with extra chili sauce, combined with tomato sauce, and fresh cucumber and tomato slices. The key feature is the intense “Leleh” chili sauce, which gives a strong spicy kick and an attractive visual appeal.

Features	Variety	Price (RM)	Virtual Product
<ul style="list-style-type: none"> <li>• Choice of chicken or beef patty</li> <li>• Extra loaded spicy chili sauce (“Leleh” concept)</li> <li>• Strong and bold spicy flavour</li> <li>• Chili and tomato sauces for balanced flavour</li> <li>• Fresh cucumber and tomato slices for added texture</li> <li>• Optional Benjo (egg) with the same features</li> <li>• Special version: extra cheese slice and patty wrapped with fried egg for a richer, more filling burger</li> </ul>	Regular Single	7.00	 <p><b>Leleh</b> REGULAR SINGLE BURGER SPICY LELEH CHICKEN OR BEEF</p> <p><small>CHICKEN OR BEEF BAMBLY PATTY • EXTRA LOADED SPICY RED CHILI SAUCE • SIGNATURE MAYO</small></p>
	Regular Double	9.00	
	Regular Tripple	11.00	
	Regular Benjo	5.00	
	Special Single	8.00	
	Special Double	10.00	
	Special Tripple	12.00	
	Special Jumbo	14.00	
	Special Benjo	6.00	

#### 4.1.5 Burger Sos Leleh

Burger Sos Leleh is a classic burger from Leleh Signature Foods, made with a freshly grilled chicken or beef patty in a soft bun. It is topped with extra chili and tomato sauces, along with fresh cucumber and tomato slices. The highlight is the “Leleh” sauce combination, which delivers a rich, tangy, and savoury taste with strong visual appeal.

Features	Variety	Price (RM)	Virtual Product
<ul style="list-style-type: none"> <li>• Choice of chicken or beef patty</li> <li>• Extra loaded chili and tomato sauces (“Leleh” concept)</li> <li>• Classic sweet and savoury flavour</li> <li>• Chili and tomato sauces for balanced flavour</li> <li>• Fresh cucumber and tomato slices for added texture</li> <li>• Optional Benjo (egg) with the same features</li> <li>• Special version: extra cheese slice and patty wrapped with fried egg for a richer, more filling burger</li> </ul>	Regular Single	7.00	 <p>REGULAR SINGLE BURGER SOS LELEH CHICKEN OR BEEF</p> <p>CHICKEN OR BEEF BAKED PATTY • EXTRA LOADED CHILI &amp; TOMATO SAUCE • SIGNATURE MAYO</p>
	Regular Double	8.00	
	Regular Tripple	10.00	
	Regular Benjo	5.00	
	Special Single	7.00	
	Special Double	9.00	
	Special Tripple	11.00	
	Special Jumbo	13.00	
	Special Benjo	6.00	

## 4.2 Product Positioning and Target Market

Leleh Signature Foods' burger products are well positioned within the Malaysian street food and quick service restaurant (QSR) market, which is driven by strong demand for affordable, convenient, and flavourful meals. Burger-based street food is widely accepted across all age groups, making it suitable for high-traffic locations and regular consumption. The "Leleh" concept, which highlights generous sauces and rich flavours, differentiates the brand from traditional street burgers while remaining aligned with local taste preferences. A variety of options, including Mayo, Cheese, BBQ, Spicy, and Sos Leleh, allows the brand to cater to diverse customer preferences. Supported by structured pricing and standardized preparation, Leleh Signature Foods delivers consistent quality at an accessible price point, enabling it to compete effectively and scale sustainably within the street food and QSR market.

## 4.3 Value Proposition

Leleh Signature Foods delivers strong economic value by offering affordable, high-quality burger-based street food that meets consumer demand for convenience, flavour, and consistency. The business addresses the gap between low-priced but inconsistent street food and higher-priced fast-food chains by providing a competitively priced alternative with standardized quality and enhanced flavours. Customers receive greater value for money through generous portions, signature "Leleh" sauces, and consistent taste at accessible prices, encouraging repeat purchases without significantly increasing spending. For business partners and franchisees, the value lies in a low-cost and efficient operating model supported by standardized preparation, controlled costs, and healthy profit margins. The franchise model further enables entry into the foodservice industry with moderate capital investment, predictable costs, and a short payback period, reducing financial risk. Overall, Leleh Signature Foods creates economic value by aligning consumer affordability with a scalable business model that delivers sustainable returns.

## 4.4 Anticipated Customer Demand

Leleh Signature Foods expects strong and consistent customer demand, supported by the popularity of burger-based street food and the growing preference for affordable and convenient meals in Malaysia. Burgers are widely accepted across all age groups, particularly among students, working adults, and families seeking quick dining options. The company's competitive pricing, signature "Leleh" sauces, and multiple flavour variants are expected to attract repeat customers and encourage frequent purchases. In addition, the focus on high-

traffic locations such as urban areas, commercial zones, and residential neighborhoods supports steady daily demand. Based on market observations and pricing comparable to existing street food burgers, Leleh Signature Foods reasonably projects average sales of 120 burgers per outlet per day, indicating strong market acceptance.

#### 4.5 Existing Competition

Leleh Signature Foods operates in a highly competitive foodservice and street food market. Its main direct competitors are local street burger vendors, particularly Ramly-style burger stalls, which are widely available and compete mainly on low prices and accessibility. The company also faces indirect competition from established quick service restaurant (QSR) brands that offer strong branding, standardized products, and extensive outlet networks at higher price points. Leleh Signature Foods differentiates itself by positioning between traditional street burgers and major fast-food chains. It offers enhanced flavours, generous “Leleh” sauces, and consistent product quality at competitive street food prices, while leveraging a scalable franchise model to strengthen brand presence and compete effectively in the market.

## 5.0 MARKET ANALYSIS AND STRATEGY

### 5.1 Market Analysis

#### 5.1.1 Market Objective

- i. Increase brand awareness of Leleh Signature Foods in the selected states by achieving recognition among target customers within the first 6 months of operation through consistent branding and promotions.
- ii. Achieve average daily sales of 100–120 burgers per outlet within the first 3 months of operation, indicating successful market acceptance of the product.
- iii. Build customer loyalty by generating at least 30% repeat customers within 6 months, supported by consistent product quality and value-for-money pricing.
- iv. Penetrate the mass-market segment, particularly students and working adults, by maintaining menu prices within the RM6–RM8 range and operating in high-traffic locations during the first year.

- v. Support franchise expansion by attracting at least 7 potential franchisees within 12 months, driven by increased brand visibility and positive market performance.

## 5.1.2 Market Segmentation

### 5.1.2.1 Target Market

- i. Students & Young Adults (Ages 16–30)  
This segment has high demand for affordable, quick meals and frequently consumes street food and quick service restaurant (QSR) offerings.
- ii. Working Professionals (Ages 25–45)  
Seeking convenient lunch and dinner options with fast service near workplaces, shopping areas, and transport hubs.
- iii. Families & Casual Diners  
Looking for value meals and variety at reasonable prices during weekends or outings.
- iv. Food Delivery Customers  
Individuals who prefer ordering via digital platforms such as GrabFood and Foodpanda due to convenience.

### 5.1.2.2 Market Size

The Malaysian foodservice industry represents a large and growing market. Industry research indicates that the Malaysian foodservice market was valued at approximately USD 22.65 billion in 2024 and is projected to continue expanding over the coming years, driven by rising urbanisation, increased demand for convenience, and the growth of digital food delivery platforms. Within this industry, the quick service restaurant (QSR) and street food segment, including burger-based offerings, accounts for a significant share of overall demand due to frequent consumer spending on meals outside the home, such as lunch, dinner, and late-night dining. This creates a substantial potential customer base for Leleh Signature Foods' products. To substantiate

market size and demand, the company relies on multiple data collection methods, including secondary data analysis from industry research reports (such as Credence Research and Mordor Intelligence), government statistics on food consumption and the restaurant service sector, and point-of-sale data from pilot outlets to assess actual customer traffic, sales volume, and average spending per customer.

#### 5.1.2.3 Market share

The Malaysian foodservice market is highly fragmented, particularly within the street food and quick service restaurant (QSR) segment. While large international fast-food chains dominate much of the formal QSR market, a significant portion of burger demand is served by independent street food vendors operating at the local level. This fragmentation creates opportunities for emerging brands such as Leleh Signature Foods to gain market share through product differentiation and standardized operations. Leleh Signature Foods' initial market share is expected to be modest but achievable, with a focus on localized catchment areas rather than national dominance. At the outlet level, the company targets capturing approximately 1% to 2% of daily burger demand within high-traffic areas during the first year of operation. This estimate is based on competitor observations, customer footfall analysis, and pilot sales assumptions. Market share estimates are supported by a combination of primary data, including customer surveys and interviews at street food locations, and secondary data, such as industry reports and competitor pricing analysis. Ongoing sales data from company-owned outlets will be used to monitor, refine, and validate market share performance over time.

#### 5.1.2.4 Sales Forecast

The sales forecast is based on an average selling price of RM7 per burger, consistent with prevailing street food burger prices in major Malaysian states. Each outlet is assumed to operate 360 days per year, with minimal closure days. Based on market observations and comparable street burger operators, Leleh Signature Foods targets

average daily sales of 120 burgers per outlet, reflecting steady demand without overestimating market penetration. Under these assumptions, each outlet is projected to generate approximately RM302,400 in sales revenue in Year 1. With increasing brand awareness and repeat purchases, a conservative annual growth rate of 5% is applied, resulting in projected sales of RM317,520 in Year 2, RM333,396 in Year 3, RM350,066 in Year 4, and RM367,569 in Year 5. This gradual growth reflects organic expansion driven by consistent product quality, word-of-mouth, and ongoing promotions rather than aggressive scaling. The forecast applies to both street-based and building-based outlets, as pricing and core products are standardized across formats. While building-based outlets may benefit from more stable customer flow and higher visibility, street-based outlets rely on high turnover in strategic locations. Overall, the forecast reflects realistic demand assumptions and demonstrates strong revenue potential within the competitive street food and QSR market.

### 5.1.3 Competitors Analysis

Competitors	Strengths	Weaknesses
<b>Ramli Burger</b> (Local Street Burger Vendors)	<ul style="list-style-type: none"> <li>Extremely affordable and familiar to Malaysian consumers.</li> <li>Wide availability</li> <li>Long-standing local reputation.</li> </ul>	<ul style="list-style-type: none"> <li>Inconsistent taste and quality between stalls.</li> <li>Limited branding and standardization.</li> <li>Often perceived as low hygiene street food by some consumers.</li> </ul>
<b>Local Burger Stall</b> Ajid's Burger Burger Bakar Abang Burn Burger Bakar 57 Juta Burger Bakar Kaw Kaw (BBB)	<ul style="list-style-type: none"> <li>Good local reputation / review scores in areas like KL and Selangor.</li> <li>Street-food authenticity and local taste appeal.</li> </ul>	<ul style="list-style-type: none"> <li>Smaller scale and limited expansion potential compared to formal franchises.</li> <li>Inconsistent quality and service.</li> </ul>

<p><b>Fast Food Chains</b></p> <p>Marrybrown McDonald's KFC McDonald's Wendy's A&amp;W Malaysia</p>	<ul style="list-style-type: none"> <li>• Strong brand recognition and established operations.</li> <li>• Broad menu variety and organised service model.</li> <li>• Franchise support and marketing system.</li> </ul>	<ul style="list-style-type: none"> <li>• Generally higher prices than street food offerings.</li> <li>• Menu not focused exclusively on burgers, reducing specialization</li> </ul>
<p><b>Gourmet &amp; Premium Burger Outlets</b></p> <p>MyBurgerLab Killer Gourmet Burgers BurgerJoint Malaysia VCR Burger The Daily Grind Jibby &amp; Co The Good Batch</p>	<ul style="list-style-type: none"> <li>• High-quality ingredients and unique flavour offerings.</li> <li>• Strong urban brand presence and loyal customer base.</li> </ul>	<ul style="list-style-type: none"> <li>• Higher price point limits appeal to mass-market / street-food consumers.</li> <li>• Smaller scale with less price competitiveness for everyday meals.</li> </ul>
<p><b>Future Digital-First / Cloud Kitchen Burger Brands</b></p> <p>Kitchen By Foodpanda Cloud Burger Co. Oh My Burger</p>	<ul style="list-style-type: none"> <li>• Low overhead and efficient delivery reach.</li> <li>• Potential for rapid menu innovation and digital marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• High reliance on delivery platforms with fees affecting margins.</li> <li>• Brand awareness challenges without physical presence.</li> </ul>

#### 5.1.4 SWOT Analysis

	<b>Opportunities (External, Positive)</b>	<b>Threats (External, Negative)</b>
<b>Strengths (Internal, Positive)</b>	<ul style="list-style-type: none"> <li>• Use the Leleh sauce concept and strong product differentiation to attract customers in the growing street food market</li> <li>• Leverage standardized operations to support rapid franchise expansion</li> <li>• Utilize social media and delivery platforms to maximize brand exposure</li> </ul>	<ul style="list-style-type: none"> <li>• Compete with street vendors and QSR chains by offering better value-for-money with strong flavours at affordable prices</li> <li>• Maintain consistent quality to build customer trust and reduce competitive pressure</li> <li>• Use franchise scalability to expand faster than informal competitors</li> </ul>
<b>Weakness (Internal, Negative)</b>	<ul style="list-style-type: none"> <li>• Improve brand recognition through aggressive digital marketing and promotions</li> <li>• Use franchise partnerships to overcome financial and expansion limitations</li> <li>• Strengthen supplier relationships to support multi-state operations</li> </ul>	<ul style="list-style-type: none"> <li>• Implement strict operational and quality control to reduce risks from competition</li> <li>• Gradually expand outlets to manage financial and operational risks</li> <li>• Ensure compliance with food safety and franchise regulations to avoid legal issues</li> </ul>

### 5.1.5 Estimate the volume and value of your sales in 3 years.

<b>Product/service</b>			
<b>Market Share and Sales</b>			
	<b>Year</b>		
<b>Market share (%)</b>	<b>1</b>	<b>1.5</b>	<b>2</b>
<b>Total sales in units</b>	36,000	39,600	43,200
<b>Total sales in RM</b>	252,000	277,200	302,400

## 5.2 Market Strategy

Leleh Signature Foods adopts a market strategy focused on differentiation through product identity, competitive pricing, strong visual appeal, and efficient distribution. The strategy is designed to attract mass-market consumers while maintaining consistency and scalability through a franchise model.

### 5.2.1 Product Strategy

Leleh Signature Foods differentiates itself through its signature “Leleh” concept, which features generous portions of sauces such as mayonnaise, cheese, BBQ, chili, and tomato sauces. The menu offers a variety of burger options, including Mayo Leleh, Cheese Leleh, BBQ Leleh, Spicy Leleh, Sos Leleh, as well as Benjo (egg-based) and Special variants with added cheese and egg-wrapped patties. All products are prepared using standardized recipes and commonly available ingredients, ensuring consistent quality across all outlets. This consistency strengthens brand identity and customer trust while supporting scalable franchise expansion.

### 5.2.2 Pricing Strategy

The company adopts a competitive, value-based pricing strategy, positioning its products between traditional street food burgers and major fast-food chains. Prices are kept affordable for students, working adults, and families, while offering higher perceived value through generous portions and richer flavours. A tiered pricing structure is applied based on burger types such as regular, special, double, triple, jumbo, and egg-based options allowing customers to

choose according to their budget. This strategy maximizes market reach while supporting healthy and sustainable profit margins.

### 5.2.3 Promotion Strategy

Strategy	Description	Objective
Social Media Marketing	Use of Instagram, TikTok, and Facebook to showcase “Leleh” sauces, melted toppings, and visually appealing burger content.	Increase brand awareness, attract younger consumers, and encourage social sharing.
Value-Based Promotions	Offers such as <i>Buy 3 Free 3</i> , <i>Buy More, Save More</i> , and bundle discounts (e.g. 15% off six burgers).	Encourage trial purchases and increase sales volume.
Limited-Time Offers	Special promotions such as RM5 for selected regular burgers during promotional periods.	Attract new customers and boost foot traffic.
New Outlet Promotions	Introductory deals and opening promotions for newly launched outlets.	Generate initial awareness and early customer traffic.
Combo & Add-On Deals	Combo meal offers and discounts on add-ons such as extra cheese or eggs.	Increase average transaction value per customer.
Word-of-Mouth Marketing	Consistent product quality and customer satisfaction to encourage organic recommendations.	Build customer loyalty and long-term brand growth.
Centralized Franchise Promotions	Standardized promotional materials, brand guidelines, and campaign support for franchise outlets.	Ensure consistent brand messaging across all locations.

#### 5.2.4 Distribution Strategy

Leleh Signature Foods operates mainly through street food outlets in high-traffic locations, including commercial areas, residential neighbourhoods, and near educational institutions. The company also utilizes food delivery platforms to serve customers who prefer online ordering. This combination of physical outlets and digital channels maximizes market reach while maintaining operational efficiency, and the franchise model supports expansion into new locations with relatively low capital requirements.

#### 5.2.5 Sales Tactics/Sales Plan

<b>Sales Aspect</b>	<b>Description</b>
Primary Sales Channel	Direct, on-site sales at street food outlets, with fast service and immediate product delivery to customers.
Sales Approach	Emphasis on quick preparation, visible food preparation, and friendly customer interaction to build trust and encourage repeat purchases.
Upselling Strategy	Customers are offered add-ons such as extra cheese, fried egg (Benjo), or double patties at a small additional cost.
Cross-Selling Strategy	Promotion of premium menu options such as Special, Double, and Triple burgers for customers seeking more filling meals.
Combo & Bundle Deals	Burger-and-drink sets, multi-burger bundles for groups, and family-style offers to increase average transaction value.
Promotional Tactics	Limited-time offers, lunch-hour deals, and end-of-day promotions to boost sales during off-peak periods.
Staff Sales Role	Sales staff are trained to recommend value deals, suggest upgrades, and promote promotional items during peak hours.

## 6.0 OPERATIONS

### 6.1 Development

Since its establishment, Leleh Signature Foods has focused on building a strong and scalable operational foundation to support both company-owned outlets and future franchise expansion. Key development activities include strategic location planning, equipment sourcing, supply chain setup, and standardized workflow design. The company has identified potential high-traffic locations across Kuala Lumpur, Selangor, Johor, Penang, Perak, Sabah, and Labuan, focusing on commercial areas, residential neighbourhoods, food courts, night markets, and locations near educational institutions. Site selection is based on customer footfall, accessibility, visibility, and competitive presence. Essential operating equipment has been identified and sourced from local suppliers, prioritising cost efficiency, durability, ease of maintenance, and suitability for street food operations. To ensure consistent product quality, key raw materials such as patties, eggs, buns, sauces, and fresh vegetables have been specified, with suppliers shortlisted in each state to ensure reliable supply, cost control, and food safety compliance. The company has also established relationships with local authorities, food delivery platforms, and packaging providers to support licensing, digital sales channels, and branding consistency. The production workflow is designed to be simple and efficient, beginning with hygienic ingredient preparation, followed by grilling, assembly using the signature “Leleh” sauce concept, and final packaging for walk-in or delivery orders. This standardized approach reduces operational complexity, ensures consistent quality, and positions Leleh Signature Foods for smooth rollout and sustainable expansion.

### 6.2 Production

Leleh Signature Foods operates a made-to-order production system to ensure freshness, quality, and efficiency, making it well suited for high-volume street food operations. On average, each burger takes 3–5 minutes to prepare, with regular burgers completed in about 3 minutes, while special variants with added ingredients such as egg or cheese require 4–5 minutes. This process includes patty grilling, bun toasting, sauce application, assembly, and packaging. Production uses standardized equipment and preparation methods, allowing multiple burgers to be prepared simultaneously during peak hours without compromising quality. The company is fully prepared to commence

operations upon outlet setup and licensing approval, as all equipment, raw materials, suppliers, and standardized recipes have already been identified, ensuring a smooth and timely operational start.

### 6.3 Facilities

Leleh Signature Foods operates through flexible outlet formats that can be located either within a building or as a street-based food stall, depending on location suitability, customer traffic, and cost considerations. Both formats are designed to support efficient operations and future expansion.

For building-based operations, the outlet requires a minimum floor area of approximately 37 square meters, which is sufficient to accommodate food preparation, storage, service counter, and basic customer waiting space. The layout allows for operational efficiency and provides room for minor expansion if required. The estimated security deposit for a building-based outlet is approximately RM6,000, with an average monthly rental cost of RM2,000. Renovation costs are estimated at RM80 per square foot, covering basic interior setup, food preparation areas, and compliance with hygiene standards. Street-based outlets are designed for lower setup costs and higher flexibility, making them suitable for night markets, roadside locations, and high-footfall outdoor areas. These outlets do not require permanent building space and are operated using a dedicated food stall. The one-time cost for purchasing a food stall is estimated at RM5,000.

Ongoing overhead costs for both outlet types include utilities, basic maintenance, cleaning supplies, and minor equipment servicing. For a street-based outlet, estimated monthly overhead costs total RM500, consisting of RM200 for electricity, RM100 for basic maintenance and minor repairs, RM80 for cleaning supplies and hygiene items, and RM120 for minor equipment servicing. This results in an estimated annual overhead cost of RM6,000. For a building-based outlet, higher infrastructure usage leads to slightly higher overhead costs, totalling RM700 per month. This includes RM250 for utilities (electricity and water), RM150 for basic maintenance and minor repairs, RM100 for cleaning supplies and hygiene items, and RM200 for minor equipment servicing. The estimated annual overhead cost for a building-based outlet is RM8,400.

Leleh Signature Foods operates in compliance with local authority regulations and national food safety requirements to ensure legal operation, consumer protection,

and business sustainability. Zoning and regulatory approvals are obtained from the relevant local councils, as well as enforcement agencies such as the Ministry of Health Malaysia (MOH) and the Fire and Rescue Department of Malaysia (Bomba). For building-based outlets, several permits and approvals are required before operations can commence. These include a Premise Licence issued by the local authority, with estimated costs of RM300, as well as a Health and Food Premise Inspection conducted by MOH to ensure compliance with hygiene and food safety standards. A Fire Safety Certificate from Bomba is also required, with estimated costs of RM250, along with a Signboard or Advertising Permit costing approximately RM2,500. Where applicable, Planning and Building Approvals are required for renovations or changes in use. In addition, Halal Certification from the relevant authority is estimated at RM1,000, and all food handlers must obtain Food Handling Certificates at an estimated cost of RM200 per staff. For street-based outlets, regulatory requirements are simplified but remain strictly enforced. Required approvals include a Food Outlet Licence from the local authority, with estimated costs of RM400, and Fire Safety Approval from Bomba costing approximately RM200. Similar to building-based outlets, Food Handling Certificates at RM200 per staff and Halal Certification costing approximately RM1,000 are required to ensure compliance with food safety and religious standards.

Here is a summary of outlet requirements and costs;

<b>Category</b>	<b>Building-based Outlet</b>	<b>Street-based Outlet</b>
Outlet Format	Shop lot / building unit	Mobile food stall / kiosk
Typical Location	Commercial areas, shop lots, residential zones	Night markets, roadside, high-footfall outdoor areas
Minimum Space Required	~37 square meters	Not applicable
Initial Setup Cost	Renovation at approx. RM80 per sq. ft	Food stall purchase approx. RM5,000
Security Deposit	Approx. RM6,000	Not required
Monthly Rental	Approx. RM2,000	Not required
Monthly Utilities	RM250	RM200
Monthly Maintenance & Repairs	RM150	RM100

Monthly Cleaning & Hygiene Supplies	RM100	RM80
Monthly Equipment Servicing	RM200	RM120
Premise / Food Outlet Licence	RM300	RM400
Health / Food Premise Inspection	Required	Required
Fire Safety Approval	RM250	RM200
Signboard / Advertising Permit	RM2,500	Not required
Planning / Building Approval	Required)	Not required
Halal Certification	RM1,000	RM1,000
Food Handling Certificate	RM200 per staff	RM200 per staff

#### 6.4 Staffing

Category	Description
Staffing Structure	Each outlet operates with a small team of approximately 3–4 employees to ensure efficient operations while controlling labour costs.
Outlet Supervisor (Full-Time)	Oversees daily operations, supervises staff, ensures compliance with food preparation and hygiene standards, manages inventory, and handles basic sales reporting. Accountable for overall outlet performance.
Food Preparation Crew (Full-Time / Part-Time)	Prepares burgers according to standardized recipes, operates cooking equipment, and maintains cleanliness in the food preparation area. Additional part-time staff may be scheduled during peak hours.
Service Crew / Cashier (Full-Time / Part-Time)	Handles customer orders, payments, food packaging, and provides customer service. Employment type depends on outlet demand and operating hours.

Employment Type	Contract-based employment with clear job descriptions, working hours, and remuneration terms. Full-time roles are assigned to supervisory and core operations; part-time roles provide flexibility during peak periods.
Recruitment Method	Local hiring through job portals, social media, walk-in applications, and employee referrals. Preference is given to candidates living near the outlet to reduce turnover and improve attendance.
Training & Certification	Mandatory training before employment, covering food preparation, hygiene and food safety, customer service, and basic operations. All staff must obtain a Food Handling Certificate. Training is conducted on-the-job using standardized manuals under the Outlet Supervisor.
Franchise HR Support	Leleh Signature Foods provides standardized HR guidelines, training materials, and operating procedures to franchise outlets to ensure consistent service quality and brand standards.

## 6.5 Equipment

Equipment	Purpose	Estimated Cost (RM)	Purchase / Lease	Source
Flat-top griddle / burger griddle	Grilling burger patties and eggs	2000	Purchase	Local kitchen equipment suppliers
Gas stove	Cooking and heating	1000	Purchase	Hardware & catering suppliers
Gas cylinder & regulator	Fuel for cooking	250	Purchase	Gas suppliers
Food preparation table (stainless steel)	Food prep and assembly	1000	Purchase	Catering equipment stores

Chiller / freezer	Storage of patties and ingredients	1800	Purchase	Electrical appliance suppliers
Sauce bottles & dispensers	Portion control for sauces	150	Purchase	Catering suppliers
Cooking utensils (spatula, tongs, ladle)	Food handling	250	Purchase	Kitchenware suppliers
Food storage containers	Ingredient storage	250	Purchase	Catering suppliers
Cash register / POS system	Sales transactions	1200	Purchase	POS vendors
Exhaust hood / fan (building outlet)	Ventilation	1200	Purchase	Kitchen equipment suppliers
Fire extinguisher	Safety compliance	250	Purchase	Safety equipment suppliers
Cleaning equipment	Hygiene and maintenance	200	Purchase	Cleaning suppliers

## 6.6 Supplies

The main raw materials required for production include burger buns, chicken and beef patties, eggs, cheese slices, mayonnaise, chili sauce, tomato sauce, BBQ sauce, cooking oil, Maggi seasoning sauce, fresh cucumbers, fresh tomatoes, as well as packaging materials such as burger wrappers, paper bags, and food containers. These ingredients are used across all burger variants offered by the company, including Burger Mayo Leleh, Burger Cheese Leleh, Burger BBQ Leleh, Burger Spicy Leleh, Burger Sos Leleh, Benjo (egg-based) burgers, and Special burgers with additional cheese and egg-wrapped patties. The use of common ingredients across multiple products helps reduce operational complexity, control food costs, and simplify inventory management.

Leleh Signature Foods sources its raw materials primarily from wholesale food distributors, ensuring competitive pricing, consistent quality, and reliable supply. Bulk

purchasing through wholesalers helps reduce per-unit costs and minimize the risk of supply disruptions. Fresh produce, such as vegetables, is sourced from local wet markets or fresh produce wholesalers to ensure freshness and daily availability, while packaging materials are obtained from local suppliers to support branding consistency and cost efficiency. Key suppliers include Ramly Food Marketing Sdn Bhd, which supplies chicken and beef patties, and Restaurant Depot, which provides a wide range of food service ingredients, sauces, and packaging materials. These suppliers are selected based on their strong reputation, product consistency, compliance with food safety standards, and nationwide distribution capability, supporting consistent product quality across all outlets and multi-state expansion.

To manage stock effectively, Leleh Signature Foods implements a simple and controlled inventory management system aimed at minimizing wastage, preventing stock shortages, and maintaining food safety standards. Inventory levels are monitored on a daily and weekly basis, with outlet supervisors responsible for checking stock at the beginning and end of each operating day. The company applies the First-In, First-Out (FIFO) method, particularly for perishable items such as patties, eggs, and vegetables, to ensure older stock is used first. Minimum stock levels are set for key ingredients to trigger timely reordering before inventory runs low.

Stock ordering is carried out on a scheduled basis, typically once or twice a week depending on sales volume and storage capacity. All incoming supplies are inspected upon delivery to verify quality, quantity accuracy, and compliance with food safety requirements. For franchise outlets, Leleh Signature Foods provides standardized inventory guidelines and reorder levels to ensure consistency across locations. Sales data and usage patterns are reviewed regularly to improve demand forecasting, reduce excess inventory, and support efficient franchise operations.

## 7.0 MANAGENT TEAM AND COMPANY STRUCTURE

### 7.1 Management Team

#### 7.1.1 Managing Director (Partner)

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Provides overall strategic direction and leadership for Leleh Signature Foods</li> <li>• Oversees business planning, expansion strategies, and franchise development</li> <li>• Leads major decision-making and sets long-term business objectives</li> <li>• Ensures all departments operate in line with the company's vision and mission</li> <li>• Maintains relationships with key stakeholders and regulatory authorities</li> </ul>
<b>Compensation</b>	RM4,000 monthly fixed salary, along with profit-sharing
<b>Brief Résumé:</b>	The Managing Director has experience in small business management and foodservice operations, with strong knowledge of local market conditions, basic financial management, and franchise-oriented business models. This role combines entrepreneurial leadership with hands-on management.

#### 7.1.2 Operation Manager

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Oversees daily operations across all company-owned and franchise outlets</li> <li>• Implements and monitors standard operating procedures (SOPs)</li> <li>• Ensures food quality, hygiene, and safety compliance</li> <li>• Monitors outlet performance and operational efficiency</li> <li>• Provides guidance and support to outlet supervisors to maintain consistency</li> </ul>
<b>Compensation</b>	RM3,500 monthly fixed salary with performance incentives

<b>Brief Résumé:</b>	The Operations Manager has prior experience in foodservice or retail operations, including staff supervision, workflow management, and compliance with food safety requirements.
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### 7.1.3 Franchise Development Manager

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Manages the company's franchise expansion strategy</li> <li>• Recruits and evaluates potential franchisees</li> <li>• Coordinates franchise training and onboarding programs</li> <li>• Monitors franchise compliance with brand and operational standards</li> <li>• Supports franchise outlet performance to ensure consistency and quality</li> </ul>
<b>Compensation</b>	RM3,200 monthly salary and commission
<b>Brief Résumé:</b>	The Franchise Development Manager has experience in business development, sales, or franchise management, with strong communication and coordination skills.

### 7.1.4 Finance Manager

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Manages budgeting, cash flow, and cost control</li> <li>• Oversees payroll management and financial reporting</li> <li>• Provides accurate financial data to support management decision-making</li> <li>• Ensures compliance with financial and regulatory requirements</li> </ul>
<b>Compensation</b>	RM3,000 fixed monthly with salary annual bonuses
<b>Brief Résumé:</b>	The Finance Manager has a background in accounting or finance, with experience in bookkeeping, financial reporting, and basic tax compliance for small and medium enterprises.

### 7.1.5 Procurement and Supply Manager

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Oversees sourcing of raw materials and supplier selection</li> <li>• Manages supplier relationships to ensure quality and reliability</li> <li>• Plans and monitors inventory levels to prevent shortages or wastage</li> <li>• Coordinates logistics and delivery schedules</li> <li>• Ensures cost efficiency, consistent quality, and timely supply across all outlets</li> </ul>
<b>Compensation</b>	RM2,800 monthly salary with performance incentives
<b>Brief Résumé:</b>	The Procurement and Supply Chain Manager has experience in purchasing, supplier coordination, and inventory control, particularly within foodservice or retail environments.

### 7.1.6 Marketing and Brand Manager

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Manages brand positioning and brand identity</li> <li>• Plans and executes promotional campaigns</li> <li>• Oversees social media marketing and customer engagement activities</li> <li>• Develops centralized marketing materials and brand guidelines</li> <li>• Supports franchise outlets with consistent marketing strategies</li> </ul>
<b>Compensation</b>	RM2,800 monthly salary, with performance incentives
<b>Brief Résumé:</b>	The Marketing and Brand Manager has experience in digital marketing, content creation, and brand management, particularly on social media platforms relevant to the foodservice industry.

## 7.2 External Resources and Services

<b>Professional</b>	<b>Main Role</b>
Accountant	Handles financial records, tax submissions, financial reports, and ensures legal compliance.

Legal Advisor	Assists with business and franchise agreements and ensures compliance with relevant laws.
Franchise Consultant	Supports franchise system development, documentation, and expansion planning.
Food Safety Consultant	Ensures compliance with food hygiene and safety standards.
Marketing Consultant	Supports branding, promotions, and digital marketing activities.

### 7.3 Human resources

#### 7.3.1 Management-Level Staff

<b>Position</b>	<b>No. of Staff</b>	<b>Employment Type</b>	<b>Monthly Salary per Person (RM)</b>	<b>Monthly Benefit Cost (RM)</b>	<b>Total Monthly Cost (RM)</b>
Managing Director	1	Partner / Full-Time	4,000	Included in profit share	4,000
Operations Manager	1	Full-Time	3,500	455	3,955
Franchise Development Manager	1	Full-Time	3,200	416	3,616
Finance Manager	1	Full-Time	3,000	390	3,390
Procurement & Supply Chain Manager	1	Full-Time	2,800	364	3,164
Marketing & Brand Manager	1	Full-Time	2,800	364	3,164
<b>Total Staffing Cost per Outlet (Monthly)</b>					<b>21,289</b>

### 7.3.2 Employee and Contractor

Position	No. of Staff	Employment Type	Monthly Salary per Person (RM)	Monthly Benefit Cost (RM)	Total Monthly Cost (RM)
Outlet Supervisor	1	Full-Time	2,200	286	2,486
Food Preparation Crew	1	Full-Time	1,800	234	2,034
Food Prep / Service Crew	1	Part-Time	1,200	–	1,200
Service Crew / Cashier	1	Part-Time	1,200	–	1,200
<b>Total Staffing Cost per Outlet (Monthly)</b>					<b>6,920</b>

### 7.3.3 Benefits Summary

Position	Benefits
Managing Director	Fixed allowance + profit-sharing
Full-Time Employees	EPF & SOCSO contributions (estimated 13%) Paid leave and public holidays

## 8.0 FINANCIAL PROJECTION

### 8.1 Startup Cost

#### 8.1.1 Building-based outlet

A. START-UP COSTS	RM
<b>Capital Expenditure: Administrative</b>	
Land & Building	-
Business Fixtures and equipment	2,000

Office Renovation (37 m <sup>2</sup> ≈ 398 sq ft × RM80)	30,840
Moto vehicle	-
<b>Capital Expenditure: Operations</b>	
Machinery	13,750
Factory renovation	-
<b>One-Time Start-up Expenditure</b>	
Installation of fixtures / equipment	1,000
Starting inventory cost	3,000
Office supply	500
Legal dan professional fees	1,500
Advertising for opening	1,000
<b>Other Pre-Operation Expenditure</b>	
Deposit (rent, utilities, etc.)	6,000
Business Registration & Licences	4,250
Insurance & Road Tax for moto vehicle	-
Other Expenditure	1,160
<b>Start-Up Costs</b>	<b>65,000</b>

#### 8.1.2 Street-based Outlet

<b>A. START-UP COSTS</b>	<b>RM</b>
<b>Capital Expenditure: Administrative</b>	
Land & Building	-
Business Fixtures and equipment	1,500
Office Renovation	-
Moto vehicle	-
<b>Capital Expenditure: Operations</b>	
Machinery	12,550
Factory renovation	-
<b>One-Time Start-up Expenditure</b>	
Installation of fixtures / equipment	800
Starting inventory cost	2,500

Office supply	300
Legal dan professional fees	800
Advertising for opening	550
<b>Other Pre-Operation Expenditure</b>	
Deposit (rent, utilities, etc.)	-
Business Registration & Licences	1,000
Insurance & Road Tax for moto vehicle	-
Other Expenditure	5,000
<b>Start-Up Costs</b>	<b>25,000</b>

## 8.2 Working Capital

### 8.2.1 Building-based Outlet

<b>WORKING CAPITAL (MONTHLY)</b>	<b>RM</b>	<b>FIXED</b>	<b>VARIABLE</b>
<b>Marketing</b>			
Delivery expenses	300		✓
Advertising	500	✓	
Salesmen commission	-	-	-
<b>Administrative</b>			
Salaries and wages	1,500	✓	
Rent	2,000	✓	
Utilities	250		✓
Office supplies	200		✓
Insurance	100	✓	
Office maintenance	150		✓
<b>Operations</b>			
Salaries and wages	5,420	✓	
Factory maintenance	200	✓	
Purchases	6,000		✓
<b>Other Expenditure</b>			
Miscellaneous / contingency	300		✓
<b>Working Capital</b>	<b>16,920</b>		

<b>Total working capital required</b>	1	month	16,920		
<b>Working capital + contingencies</b>	5	%	846		
<b>TOTAL WORKING CAPITAL REQUIRED</b>			<b>17,766</b>		

### 8.2.2 Street-Based Outlet

<b>WORKING CAPITAL (MONTHLY)</b>	<b>RM</b>	<b>FIXED</b>	<b>VARIABLE</b>		
<b>Marketing</b>					
Delivery expenses	200		✓		
Advertising	300	✓			
Salesmen commission	-	-	-		
<b>Administrative</b>					
Salaries and wages	1,200	✓			
Rent	-	-	-		
Utilities	200		✓		
Office supplies	150		✓		
Insurance	-	-	-		
Office maintenance	100	-	-		
<b>Operations</b>					
Salaries and wages	4,800	✓			
Factory maintenance	150	✓			
Purchases	5,000		✓		
<b>Other Expenditure</b>					
Miscellaneous / contingency	250		✓		
<b>Working Capital</b>	<b>12,350</b>				
<b>Total working capital required</b>	1	month	12,350		
<b>Working capital + contingencies</b>	5	%	618		

<b>TOTAL WORKING CAPITAL REQUIRED</b>	<b>12,968</b>		
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### 8.3 Start-up Capital and Financing

#### 8.3.1 Building-based Outlet

<b>ESTIMATED START-UP CAPITAL</b>	<b>RM</b>
Total Start-up Costs	65,000
Total Working Capital	17,766
<b>Total Start-up Capital Required</b>	<b>82,766</b>
<b>FINANCING</b>	
Equity: Share & Venture Capital	50,000
Term Loan	33,000
Annual Interest Rate	6.0%
Loan Duration (years)	5

#### 8.3.2 Street-based Outlet

<b>ESTIMATED START-UP CAPITAL</b>	<b>RM</b>
Total Start-up Costs	25,000
Total Working Capital	12,968
<b>Total Start-up Capital Required</b>	<b>37,968</b>
<b>FINANCING</b>	
Equity: Share & Venture Capital	28,000
Term Loan	10,000
Annual Interest Rate	6.0%
Loan Duration (years)	3

### 8.4 Proforma Cash Flow Statement

#### 8.4.1 Building-based Outlet

<b>CASH FLOW PRO FORMA STATEMENT</b>					
	<b>YEAR</b>	<b>YEAR</b>	<b>YEAR</b>	<b>YEAR</b>	<b>YEAR</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CASH INFLOW</b>					
Share Capital	50,000	-	-	-	-

Loan	33,000	-	-	-	-
Cash Sales	320,400	317,520	333,396	350,066	367,569
<b>TOTAL CASH INFLOW</b>	<b>385,400</b>	<b>317,520</b>	<b>333,396</b>	<b>350,066</b>	<b>367,569</b>
<b>CASH OUTFLOW</b>					
<b>Administrative Expenditure</b>	50,400	50,400	50,400	50,400	50,400
<b>Marketing Expenditure</b>	9,600	9,600	9,600	9,600	9,600
<b>Operation Expenditure</b>					
Cash Purchase	72,000	72,000	72,000	72,000	72,000
Salaries, EPF & SOCSO	65,040	65,040	65,040	65,040	65,040
Equipment Maintenance	2,400	2,400	2,400	2,400	2,400
<b>Other Expenditure</b>					
<b>Pre-Operations</b>					
Deposit	6000	-	-	-	-
Business Registration & Licenses	5,410	-	-	-	-
Insurance & Road Tax for Motor Vehicle	-	-	-	-	-
Other Pre-Operation Expenditure (Miscellaneous)	3,600	3,600	3,600	3,600	3,600
<b>Fix Assets</b>					
Purchase of Fixed Assets – Land & Building	-	-	-	-	-
Purchase of Fixed Assets – Others	-	-	-	-	-
Equipment and Renovation	45,590	-	-	-	-
Loan Payment (Principal)	6,600	6,600	6,600	6,600	6,600
Interest on Loan	1,980	1,584	1,188	792	396
Tax Payable	-	-	-	-	-
<b>TOTAL CASH OUTFLOW</b>	<b>270,610</b>	<b>210,624</b>	<b>210,228</b>	<b>209,832</b>	<b>209,436</b>

<b>CASH SURPLUS (DEFICIT)</b>	<b>114,790</b>	<b>106,896</b>	<b>123,168</b>	<b>140,234</b>	<b>158,133</b>
<b>BEGINNING CASH BALANCE</b>	0	114,790	221,686	344,854	485,088
<b>ENDING CASH BALANCE</b>	<b>114,790</b>	<b>221,686</b>	<b>344,854</b>	<b>485,088</b>	<b>643,221</b>

#### 8.4.2 Street-based Outlet

<b>CASH FLOW PRO FORMA STATEMENT</b>					
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
<b>CASH INFLOW</b>					
Share Capital	28,000	-	-	-	-
Loan	10,000	-	-	-	-
Cash Sales	302,400	317,520	333,396	350,006	367,569
<b>TOTAL CASH INFLOW</b>	<b>340,400</b>	<b>317,520</b>	<b>333,396</b>	<b>350,006</b>	<b>306,569</b>
<b>CASH OUTFLOW</b>					
<b>Administrative Expenditure</b>	19,800	19,800	19,800	19,800	19,800
<b>Marketing Expenditure</b>	6,000	6,000	6,000	6,000	6,000
<b>Operation Expenditure</b>					
Cash Purchase	72,000	72,000	72,000	72,000	72,000
Salaries, EPF & SOCSO	57,600	57,600	57,600	57,600	57,600
Equipment Maintenance	1,800	1,800	1,800	1,800	1,800
<b>Other Expenditure</b>					
<b>Pre-Operations</b>					
Deposit	-	-	-	-	-
Business Registration & Licenses	6,000	-	-	-	-
Insurance & Road Tax for Motor Vehicle	-	-	-	-	-
Other Pre-Operation Expenditure	3,000	3,000	3,000	3,000	3,000

(Miscellaneous)					
<b>Fix Assets</b>					
Purchase of Fixed Assets – Land & Building	-	-	-	-	-
Purchase of Fixed Assets – Others	-	-	-	-	-
Stall and Equipment	17,650	-	-	-	-
Loan Payment (Principal)	3,333	3,333	3,333	-	-
Interest on Loan	600	400	200	-	-
Tax Payable	-	-	-	-	-
<b>TOTAL CASH OUTFLOW</b>	<b>191,783</b>	<b>161,933</b>	<b>161,733</b>	<b>160,200</b>	<b>160,200</b>
<b>CASH SURPLUS (DEFICIT)</b>	<b>148,617</b>	<b>155,587</b>	<b>171,663</b>	<b>189,866</b>	<b>207,369</b>
<b>BEGINNING CASH BALANCE</b>	0	148,617	304,204	475,867	665,733
<b>ENDING CASH BALANCE</b>	<b>148,617</b>	<b>304,204</b>	<b>475,867</b>	<b>665,733</b>	<b>873,102</b>

## 8.5 Pro-forma Income Statement

### 8.5.1 Building-Based Outlet

<b>PRODUCTION COST PRO-FORMA STATEMENT</b>					
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
<b>Raw Materials</b>					
Opening Stock	-	-	-	-	-
Current Year Purchases	72,000	75,600	79,380	83,349	87,516
Ending Stock	-	-	-	-	-
<b>Total Raw Material</b>	<b>72,000</b>	<b>75,600</b>	<b>79,380</b>	<b>83,349</b>	<b>87,516</b>
Carriage Inward	1,500	1,575	1,654	1,737	1,824
<b>Labour (Salaries, EPF &amp; SOCSO</b>	<b>65,040</b>	<b>66,991</b>	<b>69,001</b>	<b>71,071</b>	<b>73,203</b>
Depreciation of Fix assets (Operations)	4,500	4,500	4,500	4,500	4,500

Total Factory Overhead	4,500	4,500	4,500	4,500	4,500
<b>Production Cost</b>	<b>143,040</b>	<b>148,666</b>	<b>154,535</b>	<b>160,657</b>	<b>167,043</b>

<b>PRO-FORMA INCOME STATEMENT</b>					
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
<b>Sales</b>	302,400	317,520	333,396	350,066	367,569
<b>Less: Cost of Sales</b>					
Opening Stock of Finished Goods	-	-	-	-	-
Production Cost	143,040	148,666	154,535	160,657	167,043
Less: Ending Stock of Finished Goods	-	-	-	-	-
<b>Gross Profit</b>	<b>159,360</b>	<b>168,854</b>	<b>178,861</b>	<b>189,409</b>	<b>200,526</b>
<b>Less: Expenditure</b>					
Administration Expenditure	50,400	50,400	50,400	50,400	50,400
Marketing Expenditure	9,600	9,600	9,600	9,600	9,600
Other Expenditure	3,600	3,600	3,600	3,600	3,600
Business Registration & Licences	4,250	4,250	4,250	4,250	4,250
Insurance & Road Tax for Motor Vehicle	-	-	-	-	-
Other Pre-Operations Expenditure	11,410	-	-	-	-
Interest Loan	1,180	1,180	1,180	1,180	1,180
Depreciation of Fixed Assets (Administrative)	6,000	6,000	6,000	6,000	6,000
<b>Total Expenditure</b>	<b>86,448</b>	<b>75,038</b>	<b>75,038</b>	<b>75,038</b>	<b>75,038</b>

<b>Net Profit Before Tax</b>	72,912	93,816	103,823	115,559	126,676
<b>Tax (20%)</b>	14,582	18,763	20,765	23,112	25,335
<b>Net Income After Tax</b>	<b>58,330</b>	<b>75,053</b>	<b>83,058</b>	<b>92,447</b>	<b>101,341</b>
<b>Accumulated Net Profit</b>	<b>58,330</b>	<b>133,383</b>	<b>216,441</b>	<b>308,888</b>	<b>410,229</b>

#### 8.5.2 Street-based Outlet

<b>PRODUCTION COST PRO-FORMA STATEMENT</b>					
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
<b>Raw Materials</b>					
Opening Stock	-	-	-	-	-
Current Year Purchases	72,576	76,205	80,016	84,017	88,218
Ending Stock	-	-	-	-	-
<b>Total Raw Material</b>	<b>72,576</b>	<b>76,205</b>	<b>80,016</b>	<b>84,017</b>	<b>88,218</b>
Carriage Inward	1,200	1,260	1,323	1,389	1,458
<b>Labour (Salaries, EPF &amp; SOCSO)</b>	<b>57,600</b>	<b>59,328</b>	<b>61,108</b>	<b>62,941</b>	<b>64,829</b>
Depreciation of Fix assets (Operations)	3,530	3,530	3,530	3,530	3,530
Total Factory Overhead	3,530	3,530	3,530	3,530	3,530
<b>Production Cost</b>	<b>134,906</b>	<b>140,323</b>	<b>145,977</b>	<b>151,877</b>	<b>158,035</b>

<b>PRO-FORMA INCOME STATEMENT</b>					
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
<b>Sales</b>	302,400	317,520	333,396	350,066	367,569
<b>Less: Cost of Sales</b>	-	-	-	-	-

Opening Stock of Finished Goods	134,906	140,323	145,977	151,877	158,035
Production Cost	-	-	-	-	-
Less: Ending Stock of Finished Goods					
<b>Gross Profit</b>	<b>167,494</b>	<b>177,197</b>	<b>187,419</b>	<b>198,189</b>	<b>209,534</b>
<b>Less: Expenditure</b>					
Administration Expenditure	19,800	19,800	19,800	19,800	19,800
Marketing Expenditure	6,000	6,000	6,000	6,000	6,000
Other Expenditure	3,000	3,000	3,000	3,000	3,000
Business Registration & Licences	1,000	1,000	1,000	1,000	1,000
Insurance & Road Tax for Motor Vehicle	-	-	-	-	-
Other Pre-Operations Expenditure	-	-	-	-	-
Interest Loan	600	400	200	-	-
Depreciation of Fixed Assets (Administrative)	1,500	1,500	1,500	1,500	1,500
<b>Total Expenditure</b>	<b>31,900</b>	<b>31,700</b>	<b>31,500</b>	<b>31,300</b>	<b>31,300</b>
<b>Net Profit Before Tax</b>	<b>135,594</b>	<b>145,497</b>	<b>155,919</b>	<b>166,889</b>	<b>178,234</b>
<b>Tax (20%)</b>	<b>27,119</b>	<b>29,099</b>	<b>31,184</b>	<b>33,378</b>	<b>35,647</b>
<b>Net Income After Tax</b>	<b>108,475</b>	<b>116,398</b>	<b>124,735</b>	<b>133,511</b>	<b>142,587</b>
<b>Accumulated Net Profit</b>	<b>108,475</b>	<b>224,873</b>	<b>349,608</b>	<b>483,119</b>	<b>625,706</b>

## 8.6 Pro-Forma Balance Sheet

## 8.6.1 Building-Based Outlet

<b>PRO-FORMA BALANCE SHEET</b>					
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
<b>ASSETS</b>					
<b>Fixed Assets</b>					
Land & Building	-	-	-	-	-
Equipment & Stall (Net of Depreciation)	45,590	41,090	36,590	32,090	27,590
<b>Total Fixed Assets</b>	<b>45,590</b>	<b>41,090</b>	<b>36,590</b>	<b>32,090</b>	<b>27,590</b>
<b>Current Assets</b>					
Inventory of Raw Materials	3,000	3,200	3,400	3,600	3,800
Inventory of Finish Goods	-	-	-	-	-
Cash Balance	114,790	221,686	344,854	485,088	643,221
<b>Total Current Assets</b>	<b>117,790</b>	<b>224,886</b>	<b>348,254</b>	<b>488,688</b>	<b>647,021</b>
<b>Other Assets</b>					
Deposit	6,000	6,000	6,000	6,000	6,000
<b>TOTAL ASSETS</b>	<b>169,380</b>	<b>271,976</b>	<b>390,844</b>	<b>526,778</b>	<b>680,611</b>
<b>Equity</b>					
Share Capital	50,000	50,000	50,000	50,000	50,000
Retained Earnings	53,330	133,383	216,441	308,888	410,229
<b>Total Equity</b>	<b>108,330</b>	<b>183,383</b>	<b>266,441</b>	<b>358,888</b>	<b>460,229</b>
<b>Liabilities</b>					
Loan Balance	26,400	19,800	13,200	6,600	-
<b>Total Liabilities</b>	<b>26,400</b>	<b>19,800</b>	<b>13,200</b>	<b>6,600</b>	<b>-</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>169,380</b>	<b>271,976</b>	<b>390,844</b>	<b>526,778</b>	<b>680,611</b>

8.6.2 Street-based Outlet

<b>PRO-FORMA BALANCE SHEET</b>					
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
<b>ASSETS</b>					
<b>Fixed Assets</b>					
Land & Building	-	-	-	-	-
Equipment & Stall (Net of Depreciation)	17,650	14,120	0,590	7,060	3,530
<b>Total Fixed Assets</b>	<b>17,650</b>	<b>14,120</b>	<b>10,590</b>	<b>7,060</b>	<b>3,530</b>
<b>Current Assets</b>					
Inventory of Raw Materials	2,500	2,700	2,900	3,100	3,300
Inventory of Finish Goods	-	-	-	-	-
Cash Balance	148,617	304,204	475,867	665,733	873,102
<b>Total Current Assets</b>	<b>168,767</b>	<b>321,024</b>	<b>489,357</b>	<b>675,893</b>	<b>879,932</b>
<b>Other Assets</b>					
Deposit	-	-	-	-	-
<b>TOTAL ASSETS</b>	<b>136,367</b>	<b>245,704</b>	<b>368,471</b>	<b>512,663</b>	<b>671,441</b>
<b>Equity</b>					
Share Capital	28,000	28,000	28,000	28,000	28,000
Retained Earnings	108,475	224,873	349,608	483,119	625,706
<b>Total Equity</b>	<b>136,475</b>	<b>252,873</b>	<b>377,608</b>	<b>511,119</b>	<b>653,706</b>
<b>Liabilities</b>					
Loan Balance	6,677	3,334	-	-	-
<b>Total Liabilities</b>	<b>6,677</b>	<b>3,334</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>168,767</b>	<b>321,024</b>	<b>489,357</b>	<b>675,893</b>	<b>879,932</b>

## 9.0 PROJECT MILESTONE

NO	ACTIVITIES	DEADLINES
1	Business registration with SSM and finalisation of partnership agreement	Month 1
2	Market research and identification of strategic outlet locations (7 states)	Month 1
3	Finalisation of menu, pricing structure, and “Leleh” product concept	Month 1
4	Supplier selection and confirmation (Ramly Food Marketing, wholesalers)	Month 2
5	Outlet concept design and layout planning (building & street formats)	Month 2
6	Application for licences and permits (Premise, Food Handling, Fire, Halal)	Month 2
7	Purchase of equipment and food stall (if street-based outlet)	Month 3
8	Renovation and setup of building-based outlet (if applicable)	Month 3
9	Recruitment of outlet staff and supervisors	Month 3
10	Staff training and food handling certification	Month 3
11	Test production and trial runs (quality and workflow testing)	Month 4
12	Soft opening / pilot operations	Month 4
13	Official opening and start of full operations	Month 4
14	Launch of marketing and promotional campaigns	Month 4
15	Receipt of first customer orders and sales	Month 4
16	Evaluation of initial performance and operational adjustments	Month 5
17	Development of franchise documentation and SOPs	Month 5
18	Franchise marketing and recruitment of potential franchisees	Month 6
19	Signing of first franchise agreement	Month 6

## **10.0 CONCLUSIONS**

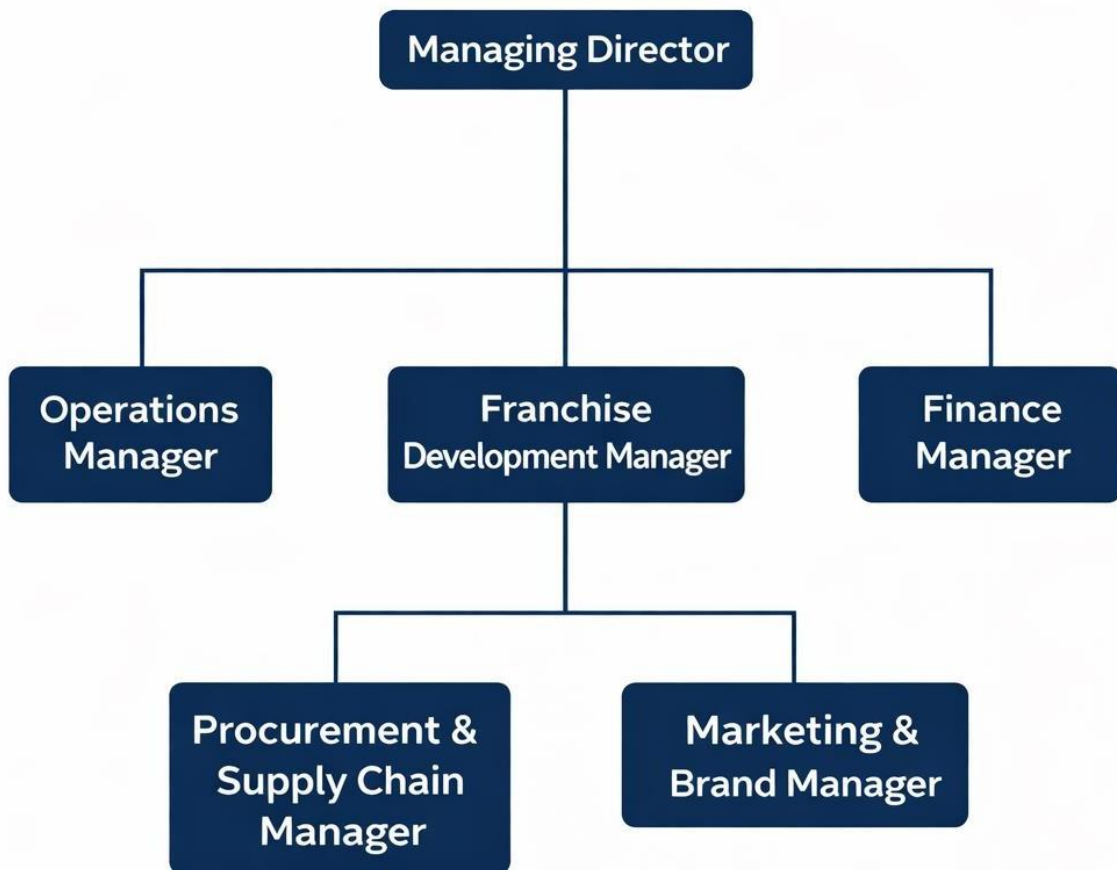
In conclusion, the business plan for Leleh Signature Foods demonstrates that the proposed venture is commercially viable, financially sustainable, and strategically positioned within Malaysia’s growing street food and quick-service restaurant market. Through a clear product concept centered on the signature “Leleh” sauces, competitive pricing, and standardized operations, the company is well-prepared to meet strong consumer demand while maintaining cost efficiency.

The financial projections indicate that both street-based and building-based outlets are capable of generating positive cash flow from the first year of operation, with achievable break-even periods and attractive returns on investment. Conservative assumptions have been applied throughout the financial analysis, strengthening the credibility of the projections and reducing investment risk. The scalable operating model and franchise-ready structure further enhance the long-term growth potential of the business.

Based on the analysis presented, the entrepreneur intends to proceed with the implementation of the business, beginning with the establishment of company-owned outlets to strengthen brand presence and operational control, followed by gradual expansion through franchising. In support of this plan, Leleh Signature Foods seeks financial assistance in the form of grants or term loans to complement the owners’ equity contribution. The funding will be used to finance start-up costs, working capital, and early-stage expansion, enabling the business to grow sustainably while contributing to employment creation and the local foodservice economy.

11.0 APPENDICES

Appendix A  
Organization Chart



## Appendix A

### Resumes of Top Management Team Members



# KHAIRULNIZAM BIN MUHAMED

## MANAGING DIRECTOR

Results-driven entrepreneur with over 8 years of experience in the food and beverage (F&B) and small business sector. Strong background in street food operations, cost control, outlet management, and franchise-based business models. Proven ability to manage daily operations while developing scalable systems to support multi-outlet and franchise growth.

### EDUCATION

#### BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

Universiti Teknologi MARA (UiTM), Malaysia

### ADDITIONAL SKILLS

- F&B Operations Management
- Outlet & Multi-Outlet Management
- Cost Control & Inventory Management
- Staff Supervision & Training
- SOP Development & Implementation
- Franchise Operations Support
- Supplier & Procurement Management
- Food Safety & Regulatory Compliance
- Business Planning & Process Improvement

### CERTIFICATIONS & TRAINING

- Food Handling Certificate (Ministry of Health, Malaysia)
- Typhoid Certificate
- SME Entrepreneurship Training
- Franchise Operations Workshop
- Basic Accounting for SMEs

### WORK EXPERIENCE

#### Managing Director (Partner)

##### Leleh Signature Foods | 2026–Present

- Provide overall leadership and strategic direction for business growth
- Oversee business planning, outlet setup, and franchise expansion strategies
- Lead key decision-making across operations, finance, procurement, and marketing
- Ensure compliance with food safety regulations, local authority requirements, and franchise standards
- Develop and implement standardized operating procedures to maintain product quality and consistency
- Build and maintain strong relationships with suppliers, franchise partners, and regulatory bodies

#### Operations Manager / Business Owner

##### Food & Beverage Street Food Business | 2019–2025

- Managed end-to-end daily operations of street food outlets
- Supervised staff, prepared work schedules, and conducted on-the-job training
- Controlled food costs, inventory levels, and supplier purchasing
- Ensured compliance with hygiene standards, food safety requirements, and local authority regulations
- Improved operational efficiency while maintaining consistent product quality

#### Outlet Supervisor / Senior Crew

##### Quick Service Restaurant (QSR) / Local Burger Stall | 2016–2019

- Supervised daily outlet operations and supported staff management
- Handled food preparation, customer service, and cash handling
- Monitored stock usage and assisted with inventory ordering
- Ensured outlet cleanliness and compliance with food safety standards
- Supported promotional activities and peak-hour operations



# DOLRINA ANAK MISENG

## OPERATIONS MANAGER

Experienced operations professional with over 7 years of hands-on experience in the food and beverage (F&B) and street food sector. Strong expertise in outlet operations, food quality control, staff supervision, inventory management, and hygiene compliance. Proven ability to maintain consistent service standards while improving operational efficiency and supporting multi-outlet and franchise operations.

### EDUCATION

#### BACHELOR OF FOOD SERVICE MANAGEMENT (HONS.)

Universiti Teknologi MARA (UiTM), Malaysia

### ADDITIONAL SKILLS

- F&B Operations Management
- Multi-Outlet & Franchise Support
- Food Quality & Hygiene Control
- Staff Supervision & Training
- SOP Implementation & Compliance
- Inventory & Stock Management
- Supplier Coordination
- MOH & Local Authority Compliance
- Workflow & Process Improvement

### CERTIFICATIONS & TRAINING

- Food Handling Certificate – Ministry of Health (MOH), Malaysia
- Typhoid Vaccination Certificate
- HACCP Awareness Training
- F&B Hygiene Training
- Inventory & Cost Control Training

### WORK EXPERIENCE

#### Operations Manager

##### **Leleh Signature Foods | 2026–Present**

- Manage daily operations of all company-owned and franchise outlets
- Ensure consistent food preparation, service quality, and hygiene standards across all locations
- Supervise outlet supervisors and monitor staff performance, discipline, and attendance
- Implement and enforce standard operating procedures (SOPs) to improve workflow efficiency
- Coordinate inventory control, stock ordering, and supplier deliveries
- Ensure compliance with Ministry of Health (MOH), local authority, and fire safety regulations
- Support outlet setup, staff training, and operational readiness for new outlet openings

#### Outlet Supervisor / Senior Supervisor

##### **Food & Beverage / Street Food Business | 2019–2025**

- Supervised daily outlet operations, including food preparation and customer service
- Trained new staff on standardized recipes, hygiene practices, and service procedures
- Monitored inventory usage and assisted with stock ordering and control
- Ensured compliance with food safety standards, cleanliness, and local authority requirements
- Handled customer feedback, resolved issues, and supported peak-hour operations

#### Senior Crew/Kitchen Supervisor

##### **Quick Service Restaurant (QSR) / Local Burger Stall | 2016–2019**

- Prepared and cooked food according to company standards and recipes
- Assisted in supervising junior staff and maintaining efficient kitchen workflow
- Ensured cleanliness and hygiene of kitchen and service areas
- Supported daily stock checks, basic reporting, and operational tasks



# MOHAMAD ANISYAM BIN SYAMSUDDIN

## FRANCHISE DEVELOPMENT MANAGER

### EDUCATION

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS.)**  
MAJOR IN ENTREPRENEURSHIP AND MARKETING  
Universiti Utara Malaysia (UUM)

### ADDITIONAL SKILLS

- Franchise Development & Expansion
- Franchisee Recruitment & Onboarding
- Franchise Compliance & Governance
- Franchise Performance Monitoring
- Outlet Development & Site Evaluation
- Franchise Documentation & Disclosure
- Business Development & Lead Generation
- Stakeholder & Franchisee Relationship Management
- Cross-Functional Coordination (Operations & Marketing)

### CERTIFICATIONS & TRAINING

- Franchise Awareness Programme – KPDN
- Franchise Management & Operations Training – MFA
- Franchise Act 1998 Compliance Workshop
- Business Development & Franchise Sales Training
- Contract Management & Commercial Law Awareness Course
- Customer Relationship Management (CRM) Training

Experienced franchise and business development professional with over 7 years of experience in franchise expansion, outlet development, and SME growth within the food and beverage sector. Strong expertise in franchise recruitment, onboarding, compliance monitoring, and performance evaluation. Proven ability to develop scalable franchise systems while maintaining brand consistency, legal compliance, and operational standards.

### WORK EXPERIENCE

#### Franchise Development Manager

##### **Leleh Signature Foods | 2026–Present**

- Plan and execute franchise expansion strategies aligned with company growth objectives
- Manage franchisee recruitment, screening, evaluation, and selection processes
- Oversee franchise onboarding, training coordination, and outlet setup support
- Ensure franchisee compliance with franchise agreements, brand standards, and operating procedures
- Monitor franchise outlet performance and provide recommendations for improvement
- Act as the primary liaison between franchisees and head office teams
- Support franchise documentation, disclosure requirements, and compliance with the Franchise Act

#### Business Development Executive / Franchise Executive

##### **Food & Beverage / Franchise Business | 2019–2025**

- Supported franchise sales activities, franchise marketing initiatives, and lead generation
- Coordinated franchise training, documentation, and outlet opening schedules
- Conducted site evaluations and feasibility assessments for potential franchise locations
- Monitored franchisee performance and assisted with operational improvement initiatives
- Worked closely with operations and marketing teams to ensure brand consistency

#### Sales & Operations Executive

##### **Retail / Foodservice Industry | 2016–2019**

- Managed customer acquisition and business development activities
- Supported outlet operations, sales initiatives, and promotional campaigns
- Assisted in reporting, documentation, and performance tracking



# ALWINCESS RISSE ANAK ALBERT

## FINANCE MANAGER

Finance professional with over 7 years of experience in financial management, accounting, and cost control within the SME and food & beverage sector. Strong expertise in budgeting, cash flow management, financial reporting, and statutory compliance. Proven ability to support business sustainability, profitability, and franchise expansion through effective financial planning, analysis, and control.

### EDUCATION

#### BACHELOR OF ACCOUNTING (HONS.)

Universiti Putra Malaysia (UPM)

### ADDITIONAL SKILLS

- Financial Planning & Budgeting
- Cash Flow & Working Capital Management
- Management Accounting & Financial Reporting
- Cost Control & Profitability Analysis
- Taxation & Statutory Compliance
- Franchise Financial Management & Royalty Tracking
- Audit Coordination & Financial Governance
- Payroll & Statutory Contributions (EPF, SOCSO, EIS)
- Accounting Systems & Process Improvement

### CERTIFICATIONS & TRAINING

- Malaysian Institute of Accountants (MIA)
- Basic Taxation & GST/SST Compliance Training
- Financial Management for SMEs
- Budgeting & Cash Flow Management Workshop
- Accounting Software Training (AutoCount / SQL Accounting)
- Internal Control & Financial Reporting Workshop

### WORK EXPERIENCE

#### Finance Manager

##### Leleh Signature Foods | 2026–Present

- Oversee financial planning, budgeting, and cash flow management for company-owned and franchise outlets
- Prepare monthly management accounts, financial reports, and performance analysis for management review
- Monitor operating costs, food costs, and overheads to maintain healthy profit margins
- Ensure timely tax submissions and compliance with statutory and regulatory requirements
- Support franchise financial analysis, royalty tracking, and franchise fee collection
- Coordinate with external accountants, auditors, banks, and financial institutions
- Assist management with investment evaluation, outlet feasibility studies, and funding decisions

#### Accounts Executive / Senior Accounts Executive

##### SME / Food & Beverage Business | 2019–2025

- Managed full set of accounts including accounts payable, receivable, and bank reconciliations
- Prepared monthly financial statements, management reports, and cash flow projections
- Processed payroll and managed statutory contributions (EPF, SOCSO, EIS)
- Assisted in budgeting exercises, cost analysis, and expense monitoring
- Supported audit processes and tax documentation preparation

#### Accounts Assistant

##### Retail / Service Industry | 2016–2019

- Assisted with daily accounting entries, invoicing, and payment processing
- Maintained accurate financial records and proper filing systems
- Supported the finance team in reporting, reconciliations, and administrative tasks



# HIZAL ZIKRY BIN SHAIMI

## PROCUREMENT & SUPPLY CHAIN MANAGER

Procurement and supply chain professional with over 7 years of experience in food & beverage sourcing, supplier management, inventory control, and cost optimization. Strong knowledge of food safety, halal requirements, bulk purchasing, and multi-outlet supply coordination. Proven ability to ensure consistent supply, stable pricing, and operational efficiency to support outlet performance and franchise expansion.

### EDUCATION

#### BACHELOR OF SUPPLY CHAIN MANAGEMENT (HONS.)

Universiti Teknologi MARA (UiTM), Malaysia

### ADDITIONAL SKILLS

- Procurement & Strategic Sourcing
- Supplier Relationship & Contract Management
- Cost Control & Price Negotiation
- Inventory Planning & FIFO Stock Control
- Multi-Outlet Supply Coordination
- Food Safety & Halal Compliance
- Logistics & Delivery Coordination
- Supply Chain Process Improvement
- Vendor Performance Evaluation

### CERTIFICATIONS & TRAINING

- Food Handling Certificate – Ministry of Health (MOH), Malaysia
- Halal Supply Chain Awareness Training
- Inventory Management & FIFO Stock Control Training
- Procurement & Cost Negotiation Skills Workshop
- Basic Logistics & Distribution Management Course
- Occupational Safety & Health (OSH) Awareness Training

### WORK EXPERIENCE

#### Procurement & Supply Chain Manager

##### **Leleh Signature Foods | 2026–Present**

- Manage sourcing and procurement of raw materials, packaging, and operational supplies for all company-owned and franchise outlets
- Develop and maintain strong supplier relationships to ensure consistent quality, competitive pricing, and timely delivery
- Negotiate pricing, payment terms, and supply agreements to optimize procurement costs
- Oversee inventory planning, reorder levels, and stock availability across multiple outlets
- Ensure suppliers comply with food safety, halal, and regulatory requirements
- Coordinate logistics and delivery schedules to prevent stock shortages and operational disruptions
- Support franchise outlets through standardized supplier lists and procurement guidelines

#### Procurement Executive / Inventory Controller

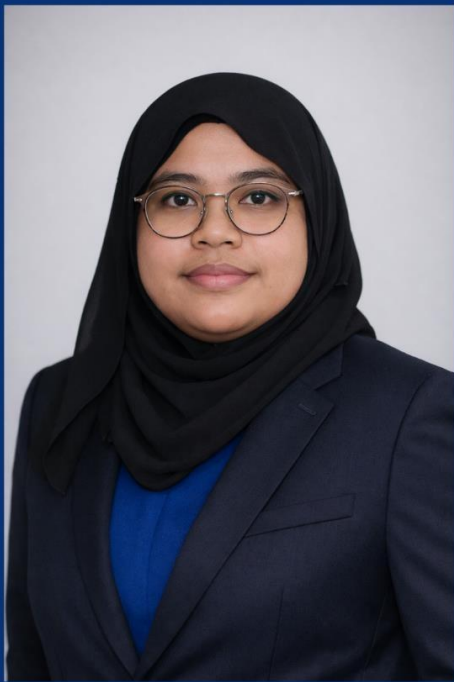
##### **Food & Beverage / Retail Business | 2019–2025**

- Managed purchasing of food ingredients, packaging materials, and operational supplies
- Monitored inventory levels and implemented FIFO stock rotation practices
- Coordinated with suppliers regarding deliveries, pricing adjustments, and quality issues
- Assisted in cost analysis and supplier performance evaluation
- Ensured proper storage, handling, and rotation of perishable items

#### Storekeeper / Supply Assistant

##### **Foodservice/Retail Industry | 2016–2019**

- Managed daily stock receiving, storage, and issuing of goods
- Conducted regular stock counts and maintained accurate inventory records
- Assisted with purchase orders, supplier documentation, and basic reporting



# NURUL AFIQAH BINTI NAFZMAN

## MARKETING & BRAND MANAGER

Marketing professional with over 7 years of experience in brand management, digital marketing, and customer engagement within the food & beverage, and retail sector. Strong expertise in branding strategy, promotional campaigns, social media marketing, and franchise marketing support. Proven ability to build brand awareness, drive customer traffic, and maintain consistent brand identity across multiple outlets.

### EDUCATION

#### BACHELOR OF MARKETING (HONS.)

Universiti Malaysia Terengganu (UMT)

### CORE SKILLS

- Brand Strategy & Positioning
- Marketing Campaign Planning & Execution
- Digital Marketing & Social Media Management
- Customer Engagement & Relationship Management
- Franchise Marketing Support & Training
- Promotional Campaigns & Product Launches
- Marketing Performance Monitoring & Analytics
- Visual Merchandising & In-store Promotions
- Cross-Functional Coordination (Operations & Franchise Teams)

### CERTIFICATIONS & TRAINING

- Digital Marketing Certification
- Social Media Marketing & Content Strategy Training
- Brand Management & Positioning Workshop
- Customer Relationship Management (CRM) Training
- Marketing Analytics & Performance Measurement Course
- Franchise Marketing & Local Area Promotion Training

### WORK EXPERIENCE

#### Marketing & Brand Manager

##### **Leleh Signature Foods | 2026–Present**

- Develop and implement brand strategy to strengthen brand positioning and market recognition
- Plan and execute marketing campaigns, promotions, and product launches across outlets
- Manage digital marketing initiatives, including social media platforms and online promotions
- Ensure consistent brand identity across all company-owned and franchise outlets
- Support franchisees with centralized marketing materials, brand guidelines, and promotional tools
- Monitor marketing performance, customer feedback, and campaign effectiveness
- Coordinate with operations and franchise teams to align marketing activities with business objectives

#### Marketing Executive / Digital Marketing Executive

##### **Food & Beverage / Retail Business | 2019–2025**

- Managed social media content, digital advertisements, and promotional campaigns
- Assisted in brand development and customer engagement initiatives
- Coordinated in-store promotions, seasonal marketing activities, and local events
- Tracked marketing performance and prepared basic reports for management
- Supported new outlet openings and local marketing events

#### Sales & Promotion Executive

##### **Retail / Consumer Business | 2016–2019**

- Conducted sales promotions and customer engagement activities
- Assisted in branding initiatives and visual merchandising
- Collected customer feedback and supported market research efforts

Appendix B  
Series of Product



## Appendix B

### Menu Poster

**LELEH SIGNATURE FOODS OFFICIAL MENU & PRICING**

**BURGER MAYO LELEH**  
Signature creamy burger with extra melted mayonnaise, ('Leleh' concept), chili & tomato sauce, fresh cucumber and tomato.  
**RM 7.00**

**BURGER CHEESE LELEH**  
Juicy chicken or beef patty with extra melted cheese sauce and cheese slices, chili & tomato sauce, fresh vegetables.  
**RM 9.50**

**BURGER BBQ LELEH**  
Smoky BBQ flavoured burger with extra loaded BBQ sauce, chili & tomato sauce, fresh cucumber and tomato.  
**RM 9.00**

Variety	Price (RM)
Regular Single	7.00
Regular Double	9.00
Regular Triple	11.00
Regular Benjo	5.00
Special Single	8.00
Special Double	10.00
Special Triple	12.00
Special Jumbo	14.00

Variety	Price (RM)
Regular Single	7.00
Regular Double	9.00
Regular Triple	11.00
Regular Benjo	5.00
Special Single	8.00
Special Double	10.00
Special Triple	12.00
Special Jumbo	14.00

Variety	Price (RM)
Regular Single	7.00
Regular Double	8.00
Regular Triple	10.00
Regular Benjo	5.00
Special Single	7.00
Special Double	9.00
Special Triple	11.00
Special Jumbo	13.00

**RM 6.00      RM 8.50      RM 6.00**

**Benjo Option:**

- All burgers are available in Benjo (egg) version with the same sauces and vegetables.

**Special Version:**

- Extra cheese slice
- Patty wrapped with fried egg

**LELEH SIGNATURE FOODS OFFICIAL MENU & PRICING**

**BURGER SPICY LELEH**  
Bold and spicy burger with extra loaded chili sauce, tomato sauce, fresh cucumber and tomato.  
**RM 7.00**

**BURGER SOS LELEH**  
Classic burger with extra loaded chili & tomato sauces, fresh cucumber and tomato.  
**RM 7.00**

Variety	Price (RM)	Price (RM)
Regular Single	7.00	7.00
Regular Double	9.00	9.00
Regular Triple	11.00	11.00
Regular Benjo	5.00	5.00
Special Single	8.00	8.00
Special Double	10.00	10.00
Special Triple	12.00	12.00
Special Jumbo	14.00	6.00

Variety	Price (RM)	Price (RM)
Regular Single	7.00	7.00
Regular Double	8.00	8.00
Regular Triple	10.00	10.00
Regular Benjo	5.00	5.00
Special Single	7.00	7.00
Special Double	9.00	9.00
Special Triple	11.00	11.00
Special Jumbo	13.00	13.00

**RM 7.00      RM 7.00**

**Benjo Option:**

- All burgers are available in Benjo (egg) version with the same sauces and vegetables.

**Special Version:**

- Extra cheese slice
- Patty wrapped with fried egg







**Appendix B**  
**Outlet Concept**



**Appendix B**  
**List of Equipment**

**Appendix B**  
**List of Equipment**

Equipment	Image	Supplier
Flat-top griddle / burger griddle		Kitchen Area
Gas stove		Astana City Group Sdn Bhd
Gas cylinder & regulator		HLK Chain Store Sdn Bhd
Food preparation table (stainless steel)		Zibo Yuxin Kitchen Equipment Group
Chiller / freezer		Kansa Refrigerator

<p>Sauce bottles &amp; dispensers</p>		<p>Bigspoon Kitchenware Group</p>
<p>Cooking utensils (spatula, tongs, ladle)</p>		<p>Cookerland Hotel &amp; Restaurant Supplies Sdn.Bhd</p>
<p>Food storage containers</p>		<p>Cookerland Hotel &amp; Restaurant Supplies Sdn.Bhd</p>
<p>Cash register / POS system</p>		<p>Feed Me Group</p>
<p>Exhaust hood / fan (building outlet)</p>		<p>Halton Group</p>
<p>Fire extinguisher</p>		<p>Fireplus Sdn. Bhd.</p>

<p>Cleaning equipment</p>		<p>Bio Pro Sdn Bhd</p>
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## Appendix B

### List of Selected External Service Providers

Role	Service Provider	Justification
Accountant	Binder Djiker & Otte Co (BDO) Malaysia Chow Kit, Kuala Lumpur	<ul style="list-style-type: none"> <li>• Ensure tax compliance with <i>Lembaga Hasil Dalam Negara</i> and provide detailed financial reporting and Food &amp; Beverage specific cost analysis</li> <li>• Creates investor ready financial forecasts including 3-year projections to support funding and expansion</li> <li>• Manage operational efficiency through integrated bookkeeping, payroll systems aligned with the Employment Act 1955 and strategic budgeting for sustainability.</li> </ul>
Legal Advisor	Zain & Co. Jalan Melaka, Kuala Lumpur	<ul style="list-style-type: none"> <li>• Establish legal foundation by advising business structure, handle SSM registration and drafting the Memorandum &amp; Articles of Association</li> <li>• Drafts and safeguards all critical contracts, for example supplier agreement and intellectual property through trademark registration</li> <li>• Ensure full regulatory compliance for both franchising and operations like DBKL, JAKIM and MOH licensing</li> </ul>
Franchise Consultant	Franchise Technology & Methods Sdn Bhd Taman Desa, Kuala Lumpur	<ul style="list-style-type: none"> <li>• Provide expertise in Food &amp; Beverage franchising to transform local brands into national successes through scalable models</li> <li>• Develop the complete franchise ecosystem which include the operations manual, training program and franchisee recruitment system</li> <li>• Create viable financial and legal frameworks with compliant documentation and master franchise strategies</li> </ul>
Food Safety Consultant	SGS Malaysia Shah Alam, Selangor	<ul style="list-style-type: none"> <li>• Implement certified food safety management systems to ensure compliance with Ministry of Health standards</li> <li>• Train staff and establish safety protocols such as allergen management and quality control to prevent legal disputes and protect reputation.</li> <li>• Conducts audits &amp; ensures supply chain compliance through regular inspections &amp; verification of supplier safety standards</li> </ul>
Marketing Consultant	SLPR Worldwide Bangsar South, Kuala Lumpur	<ul style="list-style-type: none"> <li>• Integrate a developed brand and launch strategy which include digital marketing and public relation campaigns with media and influencer</li> <li>• Provides Food &amp; Beverage specific expertise and crisis management which is the same experience with major food brand to build credibility and protect reputation,</li> </ul>

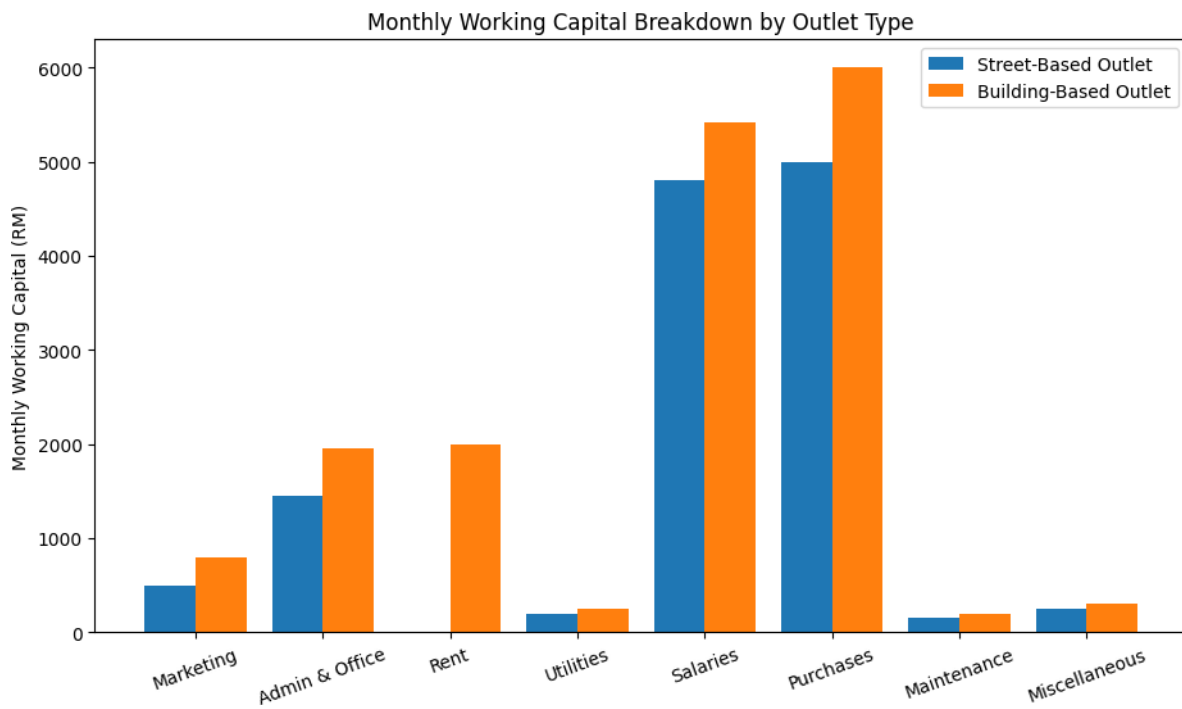
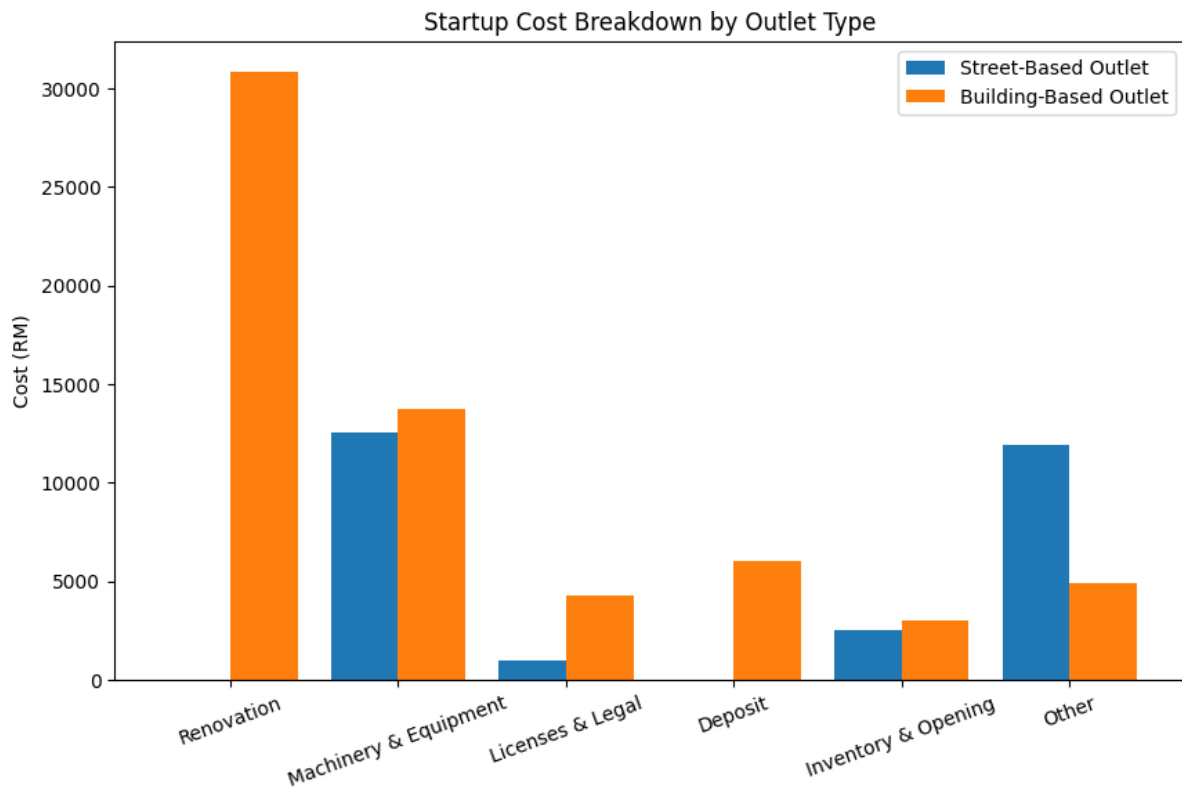
## Appendix B

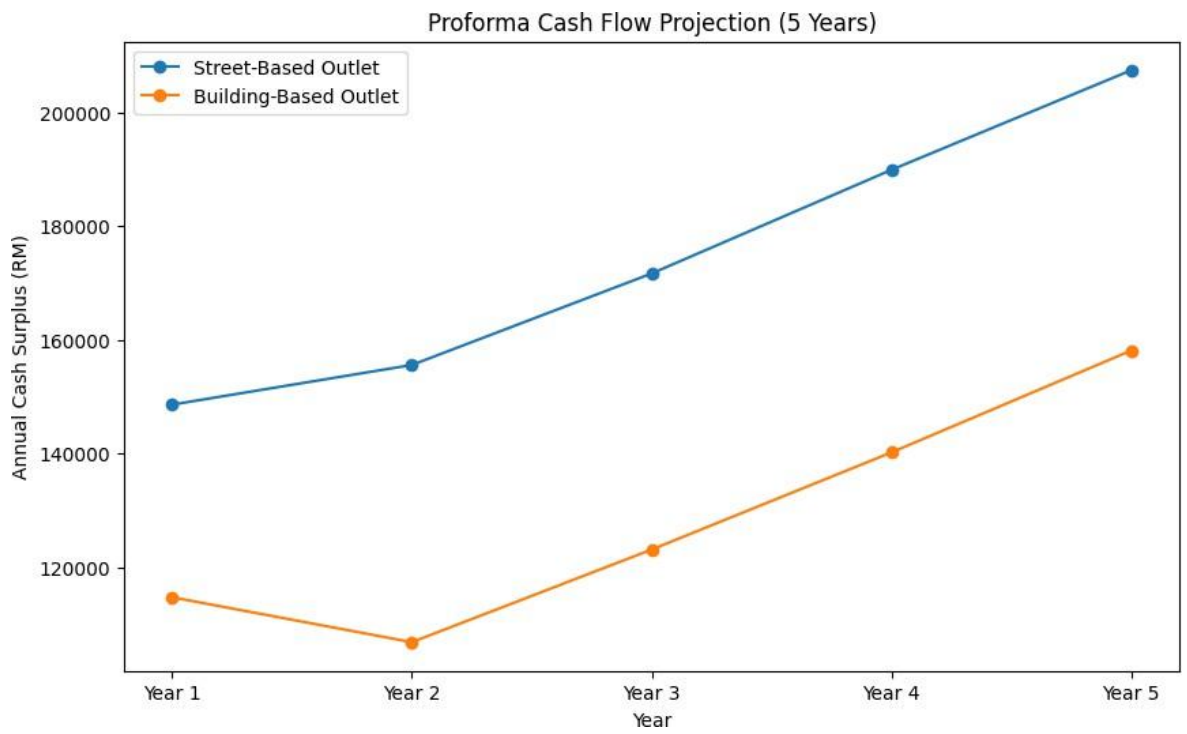
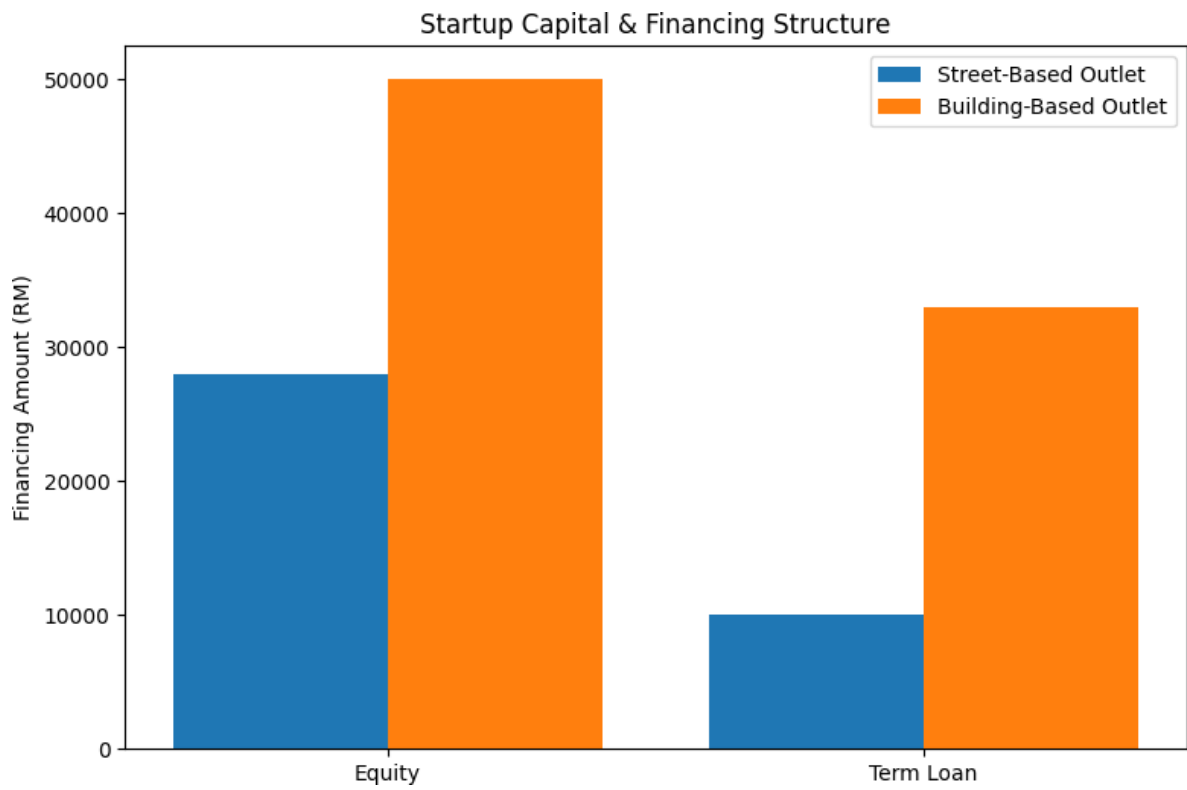
### Project Milestone



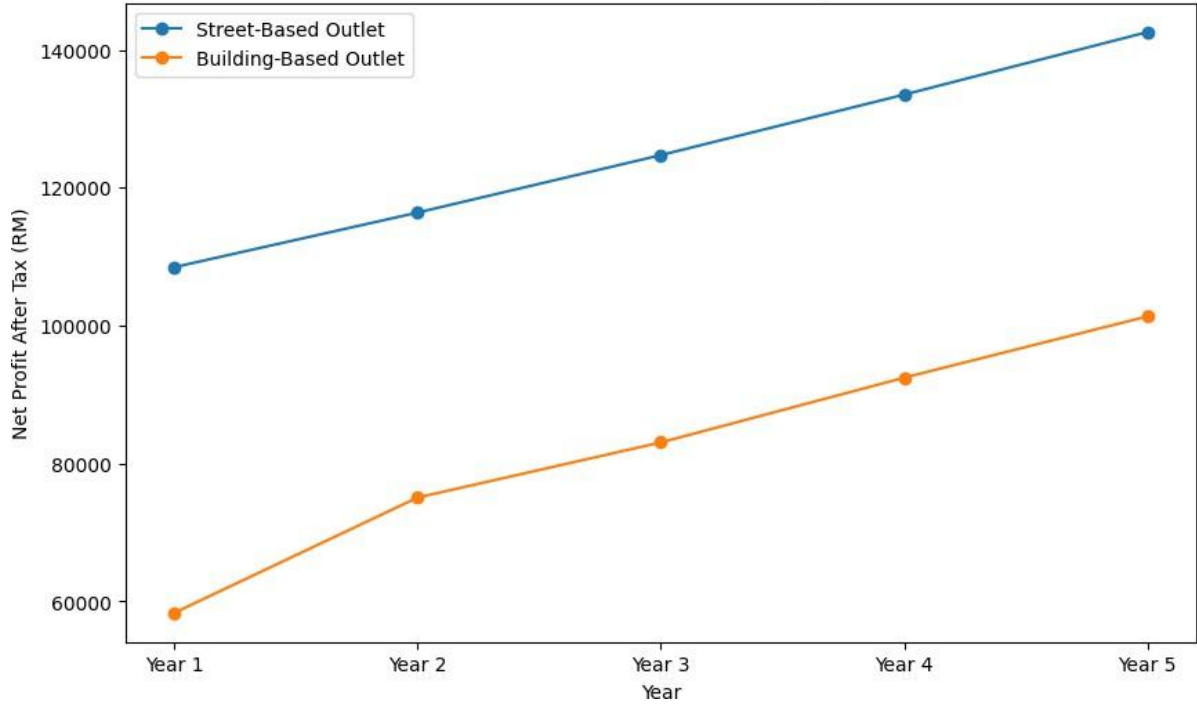
## Appendix B

### Infographics Financial

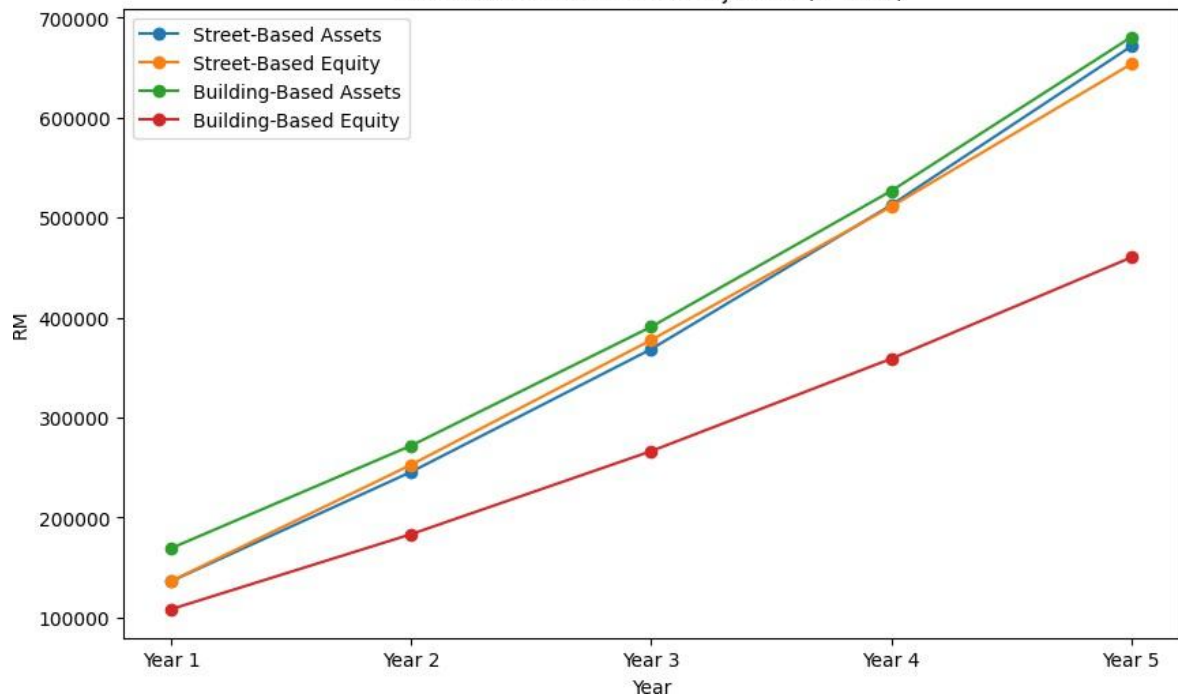




Pro-forma Income Statement: Net Profit Projection (5 Years)



Pro-forma Balance Sheet Projection (5 Years)



# Appendix B

## Market Research Projections.



Language Options : MY **EN**

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**Food and Beverage**

Home » Statistics » Economy » Services » Food and Beverage

### Food and Beverage Archive

- 05.08.2024 - Economic Census 2023: Food and Beverage Services Sector
- 29.03.2019 - Food and Beverage Services recorded gross output value of RM82.8 billion in 2017
- 30.08.2017 - Food and Beverage Services Value Added Recorded Double Digit Growth of 11.2 per cent as compared to 2010

**For interviews, press statement and clarification to the media, contact:**  
 Baharudin Mohamad  
 Public Relation Officer  
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HOME » FOOD & BEVERAGE » MALAYSIA FOOD SERVICE MARKET

**Malaysia Food Service Market By Type of Outlet (Quick-Service Restaurants, Full-Service Restaurants, Cafés and Coffee Shops, Street Food and Hawker Centers, Food Delivery and Cloud Kitchens, Catering Services); By Service Style (Dine-In, Takeaway, Home Delivery, Drive-Thru, Self-Service); By End-User (Commercial, Institutional, Transportation) – Growth, Share, Opportunities & Competitive Analysis, 2024 – 2032**

Report ID: 97824 | Report Format : Excel, PDF

Summary **Table Of Content** [Request Free Sample](#)

REPORT ATTRIBUTE	DETAILS
Historical Period	2020-2023
Base Year	2024
Forecast Period	2025-2032
Malaysia Food Service Market Size 2024	USD 22650 Million
Malaysia Food Service Market, CAGR	13.66%
Malaysia Food Service Market Size 2032	USD 63085.48 Million

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GLOBAL QUICK-SERVICE RESTAURANT MARKET

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Market Size & Share

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Segment Analysis

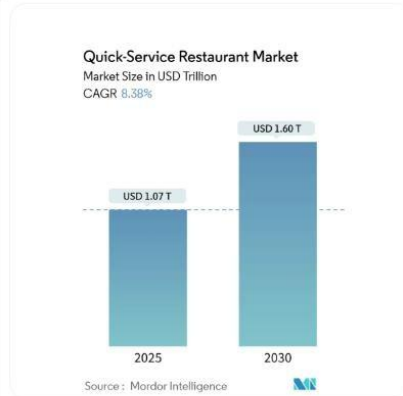
Geography Analysis

Competitive Landscape

Major Players

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Quick-Service Restaurant Market Size and Share



Market Overview

Study Period	2020 - 2030
Market Size (2025)	USD 1.07 Trillion
Market Size (2030)	USD 1.60 Trillion
Growth Rate (2025 - 2030)	8.38% CAGR
Fastest Growing Market	Asia Pacific
Largest Market	North America
Market Concentration	Low

Major Players



\*Disclaimer: Major Players sorted in no particular order

Malaysia Fast Food and Quick Service Restaurant Market [2025-2031] | Forecast, Value, Growth, Size & Revenue, Trends, Competitive Landscape, Outlook, Companies, Analysis, Segmentation, Share, Industry

Market Forecast By Business Model (Independent, Chain, Franchise), By Cuisine (American, Chinese, Italian, Mexican, Japanese, Turkish And Lebanese, Others), By Product Type (Burger And Sandwiches, Pizzas And Pastas, Drinks And Desserts, Chicken And Seafood, Others), By Service Type (Online Service, Offline Service) And Competitive Landscape

<b>Product Code:</b> ETC8127162	<b>Publication Date:</b> Sep 2024	<b>Updated Date:</b> Jan 2025	<b>Product Type:</b> Market Research Report	
<b>Publisher:</b> 6Wresearch	<b>Author:</b> Vasudha	<b>No. of Pages:</b> 75	<b>No. of Figures:</b> 35	<b>No. of Tables:</b> 20

Report Description

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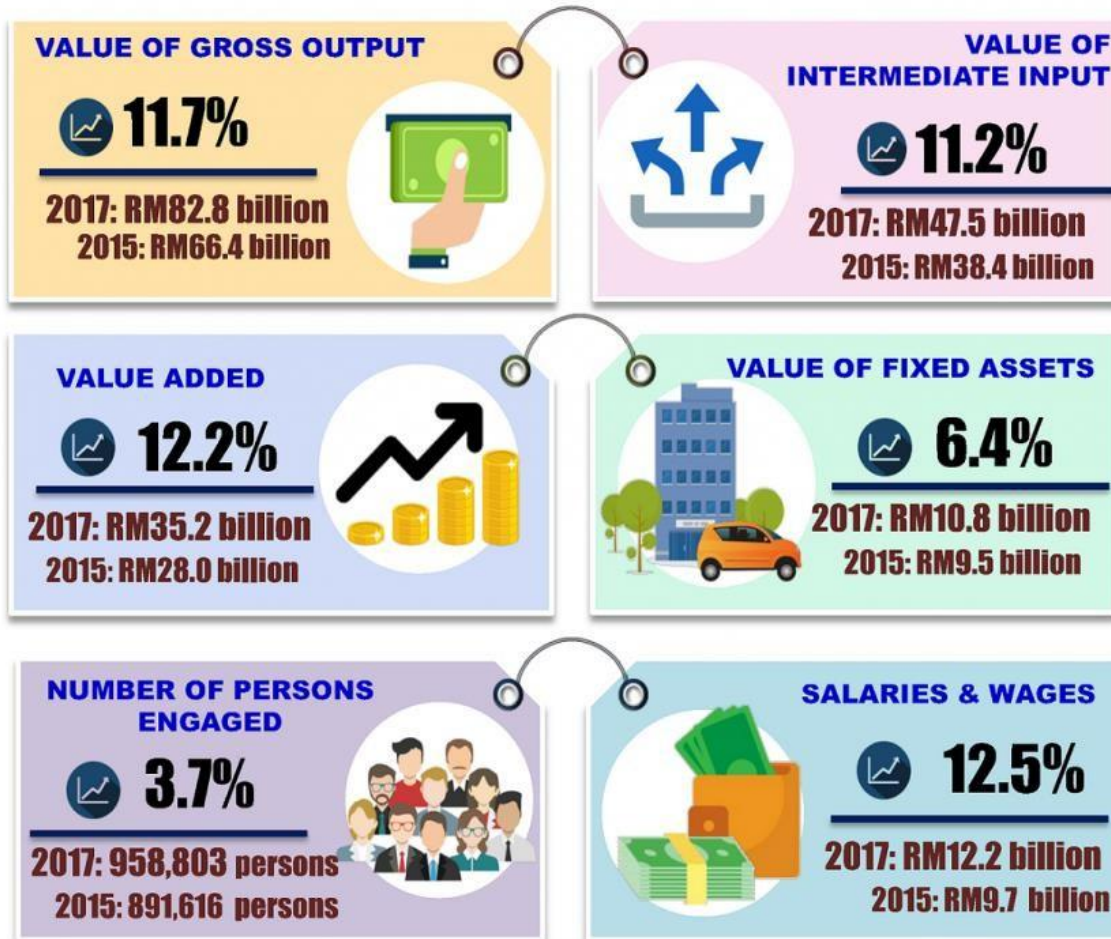


# ANNUAL ECONOMIC STATISTICS 2018

## FOOD AND BEVERAGE



### MAIN FINDINGS



Annual growth rate 2015-2017

Source: Annual Economic Statistics 2018 – Food and Beverage Services, DOSM

