



**Universiti Teknologi MARA  
Sabah  
Kota Kinabalu Campus**

**Faculty of Applied Science  
Diploma in Science**

**ETR 300**

**BUSINESS PLAN**

**DELIVERY RESTAURANT  
(To Your Home Delivery Restaurant)**

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### SECTION 1

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***"DINE IN – DINE OUT, BETTER TASTE SAME EXPERIENCE"***



## 1.0 EXECUTIVE SUMMARY

### 1.2 Company Logo Description

#### 1.1 Introduction

As the contemporary world becomes modern, more fast food restaurants are coming up and established. Some may call **To Your Home Delivery Restaurant** a young green bud in the business but delivering your local halal dishes are not just a business to us. **To Your Home Delivery Restaurant** doesn't just deliver for you; it strives to maintain the customer to eat local halal dishes.

Embarking upon mission which is to provide convenient, timely, and accurate food delivery experience, **To Your Home Delivery Restaurant** has come to existence from a unique venture consisted of young energetic Malaysian personnel believing we have the synergy towards achieving our vision; To expand our restaurant and business by opening many branches and serve variety of local dishes.

Our target market for our business is mainly focus on working people and family that did not have time to prepare food and did not want to eat fast food. Other than that, due to the increasing of petrol price, so we offer our delivery service to people want to save money on petrol by coming to our restaurant.

We definitely realized that some of our competitors are very well established in the business of local halal food, but that is not going to be a threat to us because we offered a high quality of dishes by an experienced cook and we deliver the dishes right in front of customer house. Furthermore, there is a very good opportunity in this kind of business due to the high demand of local halal dishes. We are sure that everyone has a different style and taste in their daily diet. We pride ourselves on being professional and efficient and hope that customer enjoy our service.

The chef making a freshly cooked dish in the car represent that the dishes we deliver to the customer are well-maintained in its originality, local Halal dishes.