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INTRODUCTION

CLICK 'N' PAY

(JALAN SULAMAN 88400 KOTA KINABALU SABAH)

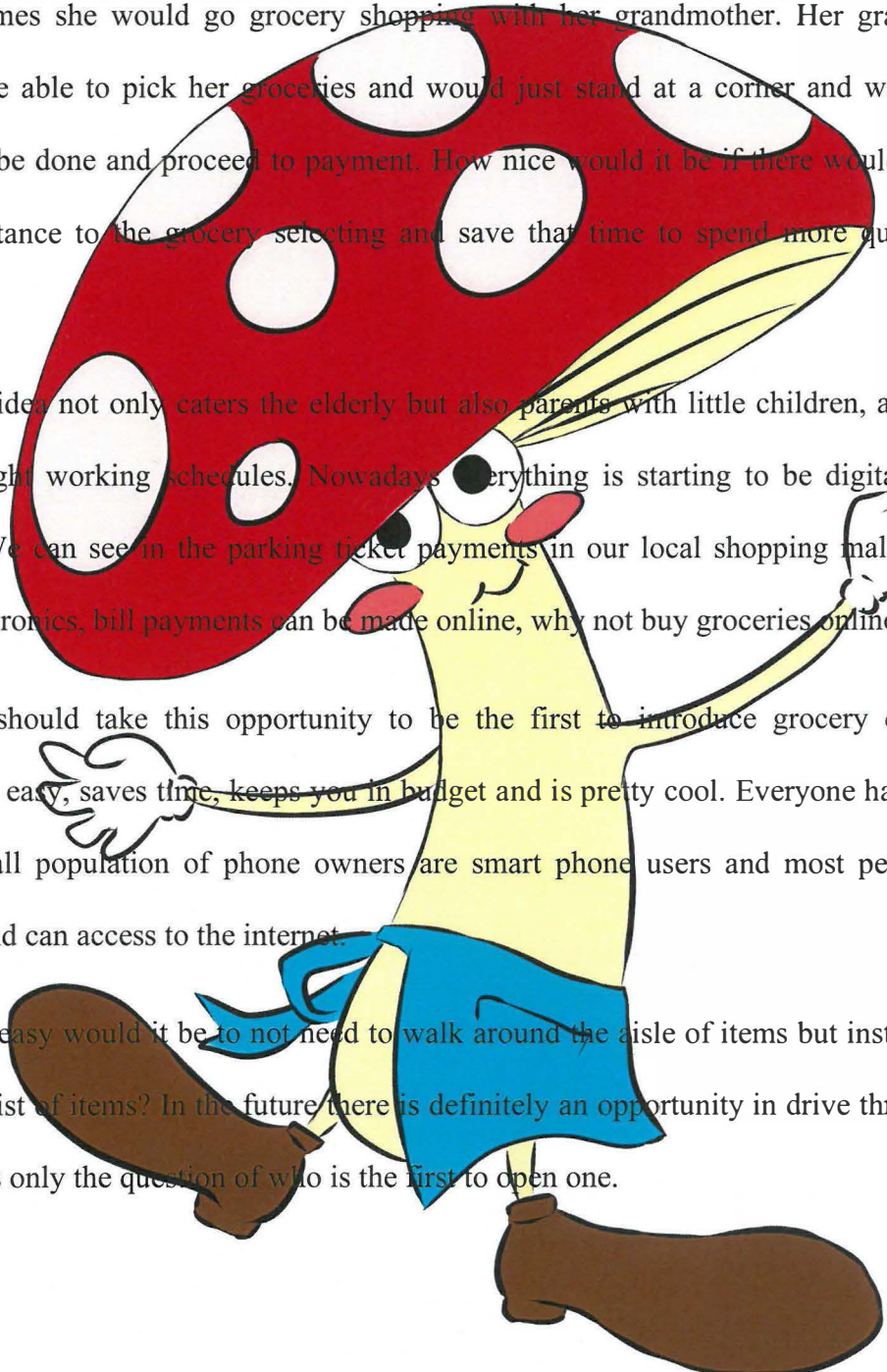
Convenient Grocery Store & Delivery Services

The idea was thought of when our General Manager, Alethia Subil, when she thought about the times she would go grocery shopping with her grandmother. Her grandmother would not be able to pick her groceries and would just stand at a corner and wait for the groceries to be done and proceed to payment. How nice would it be if there would be some sort of assistance to the grocery selecting and save that time to spend more quality time together?

This idea not only caters the elderly but also parents with little children, and people who have tight working schedules. Nowadays everything is starting to be digitalized and electronic. We can see in the parking ticket payments in our local shopping malls moving towards electronics, bill payments can be made online, why not buy groceries online?

We should take this opportunity to be the first to introduce grocery drive thru concept; it is easy, saves time, keeps you in budget and is pretty cool. Everyone has a phone and almost all population of phone owners are smart phone users and most people have computers and can access to the internet.

How easy would it be to not need to walk around the aisle of items but instead scroll through the list of items? In the future there is definitely an opportunity in drive thru grocery shopping it is only the question of who is the first to open one.



PURPOSE OF BUSINESS PLAN

There are a few purposes to creating this business plan, one of them is to help convert ideas into realization. It is to put down ideas that are in our head into written form which brings it to another level and makes it easier to be proposed to any interested investors and also the members of the partnership agreement.

Secondly, it is to see the practicality of the idea. The idea will be seen from all aspects like the location, marketing plan, operations plan and etc. After all investigations and analysis are made, it can be seen if the idea is worth proceeding. Although it is quite time consuming, it can save more time for example, if a business idea is made and processed right away there will be lots of defects in certain details that did not come in mind and lousy ideas can be avoided.

Thirdly, avoid bad investments which are what all shareholders want. Business plan gives a forecast analysis with the possible future prospects of the idea as well as the financial gains. For example, it includes the operational cost will include the start up cost, operations layout, assets needed, Marketing plan which will include the market size, target market, sales forecast, and the Financial plan which will show the forecast cash flow. This will make the idea to be more convincing to be invested.

Finally, as it can be seen, business plan basically gives a more detailed description of an idea thought to test it and refine it to be presented to the shareholders or investors to either proceed or reject. It is really important and makes work easier as it is the guideline to operate the business if they proceed with the idea.

