



اَوْنِيُوْزِ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN REPORT**

**NAME OF COMPANY** : OWLFOOD  
**TYPE OF BUSINESS** : DELIVERY SERVICE

**PREPARED BY**

**FACULTY & PROGRAMME** : FACULTY OF ART AND DESIGN (FASHION DESIGN)

**SEMESTER** : 4

**NAME** : NUR IZZATI AUNI BINTI NOR AMRI  
(2018218178)

**PREPARED FOR**

**LECTURER'S NAME** : PUAN MARINI BINTI MOKHTAR  
**SUBMISSION DATE** : 30 JUNE 2020

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# EXECUTIVE SUMMARY

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## **Our Mission**

Owlfood is a new online food delivery service based in Seri Iskandar, Perak. We began our business in 2019 and looking forward to be the customer's first choice of food delivery service in Malaysia. Our main mission is to connect consumers to a range of eateries and restaurants around Seri Iskandar and delivers what they ordered straight to their doorstep by giving a fast delivery service to gives satisfaction and inner contentment to keep their loyalty to our service.

## **The Company and Management**

Owlfood business operated by NIANA.CO company in 2019. NIANA.CO is a partnership business owned by Nur Izzati Auni Binti Nor Amri and Muhamad Haizad Bin Hashim. The idea of doing delivery service in Seri Iskandar popped into the head when there's still no proper and official delivery service there. For now, we only have 5 manpower working in the office and as delivery riders in order to make the business work.

## **Our Product**

We offer delivery service in Seri Iskandar, Bota and Tronoh from a range of restaurants in Seri Iskandar. Our service available from early in the morning until late midnight which is from 8 am to 3 am. The normal delivery fee is only between RM5-RM7 ringgit which is cheap and affordable for everyone. However, we always offer a promotion for our loyal customers.

## **Our Competitive Advantages**

Malaysia has already had two well-known delivery services throughout all-state. So our company has to be prepared to compete with the other company if their services entered Seri Iskandar. Our service has a slight difference from the others. We offer live chat sessions for disabled people in order to make our service accessible to everyone. Next, we offer 50% off and giving out gifts for our loyal customers on their birthday.

## 1.0 **BUSINESS DESCRIPTIONS**

Name of the organization – **NIANA CO.**

NIANA.CO is a partnership form of business that was established in 2019 by two partners which is Nur Izzati Auni Binti Nor Amri and Muhamad Haizad Bin Hashim. The NIANA.CO name came from the initial name of first owner which has been agreed by both sides. The idea of creating a new legal delivery service around Seri Iskandar, Perak is because there's still no food delivery service company set up in Seri Iskandar.

### Introduction of our business

Our business name is **OWLFOOD**. The reason why our company name is "Owlfood" is because our service is available until late midnight. Our service is available from 8 am to 3 am daily. We are the greatest food delivery service based in Seri Iskandar, Perak, and have started to covered around Bota and Tronoh areas as well. We offer a service that directly connects consumers to a range of eateries and restaurants around Seri Iskandar and delivers what you ordered straight to your doorstep. We believe food is happiness so we offered the fastest delivery service experience for you.

### Factors in selecting the proposed business

- i. To offer a service that directly connects consumers to a range of eateries and restaurants around Seri Iskandar without having to go to the physical location.
- ii. To give the fastest delivery service experience for our customers.

## 1.1 **Organization Background**

<b>Name of the Organization</b>	<b>OWLFOOD</b>
<b>Business Address</b>	<b>No.16A, Jalan PP9, Bandar Universiti, 32610 Seri Iskandar, Negeri Perak</b>
<b>Website</b>	<b>OwlFood.MY</b>
<b>E- mail</b>	<a href="mailto:click@owlfood.my">click@owlfood.my</a>
<b>Telephone Number</b>	<b>0124053296</b>
<b>Form of Business</b>	<b>Partnership</b>
<b>Main Activity</b>	<b>Delivery services</b>
<b>Date of Commencement</b>	<b>5 February 2019</b>
<b>Date of Registration</b>	<b>1 January 2019</b>
<b>Name of Bank</b>	<b>MAYBANK</b>
<b>Bank Account Number</b>	<b>164448274940</b>

## 2.0 OWNER DESCRIPTIONS



<b>Name of Owner</b>	<b>Nur Izzati Auni Binti Nor Amri</b>
<b>Identity Card Numbers</b>	<b>940518-10-0402</b>
<b>Permanent Address</b>	<b>Jalan Lakeville 31, Bandar Universiti, 32610, Seri Iskandar, Perak</b>
<b>E- Mail</b>	<b>izzatiauni94@gmail.com</b>
<b>Telephone Number/Fax Number</b>	<b>017-8993034</b>
<b>Date of Birth</b>	<b>18/05/1994</b>
<b>Marital Status</b>	<b>Married</b>
<b>Academic Qualification</b>	<b>Master of International Business</b>
<b>Course Attended</b>	<b>Business management, International Business</b>
<b>Skills</b>	<ul style="list-style-type: none"><li>• Ability to learn from the past</li><li>• Strong communication skills</li><li>• Building relationships</li><li>• Thinking outside the box</li></ul>
<b>Experiences</b>	<b>Marketing executive at Grabfood company</b>
<b>Present Occupation</b>	<b>OWLFOOD CEO &amp; General Manager</b>
<b>Previous Business Experience</b>	<b>Working with Grabfood company</b>