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Executive Summary

SND Premier Grilling is the name of our food truck business. It will be an operation of food that will be located at Cyber City, Kepyayan. The main recipe of our food truck is grilling chicken and lamb, also side dishes of burgers and also serves with fries. Not to forget, a refreshing beverages that our customers can pick according to their favorite. All the recipes are homemade and it is western style. The best part of our food truck businesses are, all the ingredients that are going to be prepared by us is all fresh cooked.

We are officially located at Cyber City, every weekday but we are going to be at different locations such as Ranau, Tawau or Sandakan for every weekend. These are to expanding our food truck business not only in Kota Kinabalu but also all around Sabah. We are going to update all the lovers of our foods through social media. They no need to be worry for craving for our food through social media as we are coming to them. For the operation hours, we will open at 11 am and end at 11 pm.

We are expecting to catch the interest of loyal customer based on our delicious and uniqueness taste of our western style menu. Our company plans to build a strong market position in the town, and maybe will develop more businesses in this food truck company.

Lastly, SND Premier Grilling aims to offer its products at affordable price to meet the demand our customers because for being the best food in town we much catches their eyes, heart and even their budget.

Introduction Business Plan

Name of Company : SND Premier Grilling

Nature of Business : Food Truck

Location of the Business : Cyber City, Kepayan, Kota Kinabalu, Sabah

Date of the Business Commencement : 1st January 2016

- Factors in Selecting the Proposed Business :
- i) To indulge the people in Sabah the taste of deliciousness of western style that provided by us.
 - ii) To be recognized as the best food truck in Sabah and global wide.
 - iii) To prepare the best western style food in an affordable prices.
- Future Prospect of the Business :
- i) To become the best choices among the food truck in Sabah.
 - ii) To open many branches in the main city of Sabah.

