



# FRUITHIEES FOOD TRUCK

---

## **EXECUTIVE SUMMARY**

First of all, the name of our company is the Fruithiees Food Truck and the nature of our business is partnership. Our main activity is the food production and services. Our business aim is to provide peoples with fast food and beverages.

The reason why we want to start the business is because we saw the trend of food business nowadays in overseas which is the moving food truck business. We saw the opportunity of this business if we start it in Malaysia because this kind of business is very new in this country.

After studying this business with all members, we decided to do the business plan about this kind of business. We all agreed to apply the system of moving truck business in Malaysia, and our starting point is in Kota Kinabalu Sabah. We also decided to sell fast food as our product. In our very simple observation, we saw that our snack food product have high demand in market so we finally agreed to sell snack food based on fruit as our main product.

Our business premise will be located at Indah Permai, Jalan Sepanggar Kota Kinabalu and the business will operate all around the Kota Kinabalu district. The estimated time to begin our business will be on according to our partnership agreement made on.

The purpose of writing this whole business plan is to convince the venture capitalist, investors, and bankers in order to raise our capital and obtain a specific amount of loan for the beginning of our business. This business plan is to written for the guideline purpose of day-to-day management of business.



# FRUITHIEES FOOD TRUCK

## TABLE OF CONTENT

CONTENT	PAGE
✚ COVER LETTER	
✚ EXECUTIVE SUMMARY	
✚ ACKNOWLEDGEMENT	
✚ 1.0 INTRODUCTION	8
✚ 2.0 PURPOSES OF BUSINESS PLAN	9
✚ 3.0 BUSINESS BACKGROUND	10
✚ 4.0 PARTNERS BACKGROUND	11-15
✚ 5.0 LOCATION OF BUSINESS	16
5.1 MAP OF LOCATION	
5.2 BUILDING	
5.3 MAIN OFFICE	
✚ 6.0 PARTNERSHIP AGREEMENT	17-20
6.1 LIST OF PARTNERS	
6.2 CONTRIBUTION OF PARTNERS	
✚ 7.0 ADMINISTRATION PLAN	21-30
7.1 INTRODUCTION	
7.2 COMPANY'S VISION, MISSION AND OBJECTIVE	
7.3 SCHEDULE OF TASK AND RESPONSIBILITY	
7.4 SCHEDULE OF REMUNERATION	
7.5 WORKERS INCENTIVE SCHEME	
7.6 WORKING DAYS & DURATION HOURS	
7.7 LIST OF EQUIPMENT	
7.8 ADMINISTRATION BUDGET	
8.0 MARKETING PLAN	31-46
8.1 INTRODUCTION	
8.2 TARGET MARKET	
8.3 MARKET SIZE	
8.4 MARKET SHARE	

# FRUITHIEES FOOD TRUCK

---

## INTRODUCTION

The name of our company is Fruithiees Food Truck. Our business is based on food services and production. The idea of our business is to produce fast food for the customers and operating the business all around the district and all corners in the city by using truck or van, that's why we calling it as the on wheel food. The nature of our business is partnership.

Our main office is located at B17-86 LOT 9 Lrg Indah Permai 11, Taman Indah Permai, Jalan Speanggar, Menggatal 88450 Kota Kinabalu, Sabah. We expect to start up our business on. Based on the observation of all partnership member, we agreed that people today are very demanding on fast food services. The nature of peoples today is 'busy', all they need is 'hurry up' so regardless by that we agree to take the opportunity to develop a business in food services where are producing the fast food for the to satisfy their demand and needs which is the fast food on wheel.

The future prospects of our business are peoples around Kota Kinabalu and all peoples in Sabah. We estimated that most of the peoples will go for our foods because of their nature.

This business has a high potential to expand because we expecting that our food truck that serve fast foods and beverages is the pioneer in Sabah. Last thing for the introduction, we are prospecting to increase at least 5% and 10% sales of our business on second and third year respectively.



## PURPOSE OF BUSINESS PLAN

The purposes of this business plan are :

- 1) To produce new product to fulfill needs and demands of customer.
- 2) As a guideline in managing the business.
- 3) To evaluate the ability of this business to compete with other competitors.
- 4) To add the numbers of the Bumiputera involvement as an entrepreneur.
- 5) The most important is to propose loan from the specific Bank agencies



Fruithiees