



اُنْبُوْا سِيَّتِي تَنْكُو لَوْ كُنِي مَبَارَا
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BUSINESS PLAN REPORT



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DRIFT WESTERN FOOD TRUCK

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EXECUTIVE SUMMARY

Drift Western Food Truck was established back on 15 January 2021. We called our business Drift Western Food Truck due to Malaysian love of western food and having a food truck instead of a standalone restaurant. Our businesses put heavy emphasis on serving healthy alternative variations of western food with the added twist of our specialities. We believe that having a unique business name helps to spark curiosity among potential customers.

Drift Western Food Truck seeks to offer high quality, fresh, halal and healthy western food for our customers to enjoy. We offer quite a few selections of western food ranging from food to beverages ready for customers to relish. This business is the result of partnership between seven of us each holding critical aspect of the businesses with Nurul Fatimah binti Shahrulnizam holding General Manager position, Fatimatuzzahura binti Mohd Fazlur Rahman as Administration Manager, Muhammad Aliff Aiman Bin Rosman as the Financial Manager, Nurfitri Nadhirah Binti Ngalwi as the Marketing Manager, Batrisyia Iqisha Balqis Bt Zaharudin as the Store Manager, Aida Syahirah Binti Azlan as the Logistic Manager and last but not least Muhammad Alif Aiman Bin Dzulfikar Adzwa as the Operational Manager.

The business has multiple objectives to achieve. Firstly, we seek to be the best and relevant in the food industry. The food industry is one of the fastest evolving industries that requires its players to be always on the lookout for innovation to prevent being left out by the competitor. Next, we pursue guaranteeing customer satisfaction. In the food industry, customer satisfaction is the ultimate priority if we want to survive, as customer review can be the best tool to accelerate our business growth. Moreover, we also strive to conduct our business in a socially and environmentally responsible manner. It is a well-known fact that the food industry is one of the major greenhouse gas contributors. Therefore, we are always on the look for eco-friendly solutions in doing our businesses.

Drift Western Food Truck specializes in serving western food and beverages. We mostly offer high demand items like burgers because they are highly popular among the population where we operate. Western food do not generally have positive images as they are traditionally greasy and full of unhealthy fats. Therefore, we offer healthy alternatives that incorporate modern knowledge to minimize adverse health effects so customers can have worry-free meals. We make use of

whole-grain buns, homemade patties and sauces to further fine tune our product to suit customers' liking. Due to the homemade patties we use, our preparation time can be shortened because the properties of our raw materials are well controlled to suit our uses.

The target market is a vital aspect for any company to grow their customer base and expand the businesses. Our target market in Selangor is upper-class males and females aged around 17 and 45. . We ultimately settled down in Selangor as probing indicates that it is the best candidate due to high population concentration and the abundance of younger generations working there. We generally try to keep our product prices low enough to attract customers without sacrificing food quality. Competitors were also present around our target market. Therefore, we construct some features that are unique to our to persuade customers to our food truck, like providing halal and vegan options to cater to a wider customer base than competitors. We also take advantage of social media to further enhance our presence and also physical media distributed to the target market.

Drift Western Food Truck was not founded just to gain huge income, even though it is usually the familiar target of running a business. Our biggest aims are to stay relevant in the fast-food industry and provide customers with a healthy alternative to western food that we all love to enjoy. We also seek to serve customers that are busy so they can save precious time and enjoy our affordable food. We hope we can stay in this fast-paced industry long enough to witness the myriad of applied scientific knowledge being applied to serve greater good for all of us.