



اَوْنِيُوْرَ سِيْتِي تِي كُوْلُوْمِي مَارَا
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SUBJECT :

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GROUP ASSIGNMENT 4 - BUSINESS PLAN

TITLE : KOREAN JUNK FOOD ONLINE MARKET

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EXECUTIVE SUMMARY

The business plan is the fourth assignment, and it focuses on the management and entrepreneurial aspects of starting a new business. Our group's plan for this project was to create an Korean Junk Food Online Market. Korean Junk Foods Online Market is a new company that just started to operate in Johor. The name of this company comes from the concept and theme of the product itself. It gives the customer an idea on the product that we serve. The name is also easy to remember and pronounce. As for the business, we are providing a special, Korean Junk Food for the Malaysians based on their choices.

Korean Junk Food Online is a partnership business that consists of 4 members. This business will provide a friendly, comfortable atmosphere where the customer can receive quality food, service at a reasonable price. We have 4 workers that are general manager, marketing manager, financial manager, and operation manager. Our target market of customers come from all ages, who come from all economic backgrounds. Even children can also consume our food. Business plan is necessary to all businesses. This plan includes the marketing, operation, administration, and financial plan.

Our main business is selling Korean junk food over the internet. We have a wide selection of Korean junk food in various categories such as beverages, dry food, and frozen food. We provide delivery services throughout Malaysia, as well as Sabah and Sarawak. Products can be purchased via our official websites or directly from business owners via Instagram, WhatsApp, and Facebook. These products are considered marketable because they will meet the needs of the target market, which is primarily adults and teenagers. Korean Junk Food Online Market also intends to open Korean Junk Food locations across the country in the future. This is critical in order to increase profits while also allowing us to reach a wider audience with our products.

1.0 INTRODUCTION

In an era of globalization in which our country has steadily developed, business plays an increasingly important role in society as well as our country's economy. Businesses fulfill people's needs and wants that they cannot fulfil by themselves. Directly or indirectly, it will improve people's lives and create a higher standard of living. Besides that, people do believe that business activity is a way of living for an individual to provide themselves as well as the other consumer of the goods and services also give them profits.

Not just that, it is undeniable that aside from providing goods and services, business give a major impact towards the economy and enhance the quality of life as it contributes to the increase of job opportunity within the society. A higher standard of living can be attributed to this fact. It can be seen that there a lot of business opportunity in Malaysia especially in the food industry. Due to the pandemic of Covid-19 that hit our country, we decided to organize an online business which has become a new shopping habit within our community. This is also an act of precautions that people can take to avoid the spread of virus Covid-19 which is by shopping online.

. By referring to the table below, it is the overview of the food business that will be conducted for this business plan.

Name of the business :	Korean Junk Foods Online Market
Nature of the business :	Our main activity is selling Korean junk foods through an online platform. We offer a variety of Korean junk food which lies in different categories such as beverages, dry food and frozen food. We offer delivery services all over Malaysia, including Sabah and Sarawak also. Purchase of the products can be made through our own official websites or direct to business owners using Instagram, WhatsApp and Facebook.