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**ASSIGNMENT 3 (BUSINESS PLAN)**  
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**APAM BALIK COLOURFUL**



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## EXECUTIVE SUMMARY

This business name is Apam Balik Colourful, and it sells apam balik with a variety of fillings and iced tea. The apam balik contains different fillings to satisfy customer's demand with different age level. This business sales apam balik which consists of apam balik classic, apam balik chocolate, apam balik purple, apam balik green, apam balik pink and iced tea. The name of apam balik is taken from the colour of fillings that we offered. This business is located at Tapak Urban Street Dining, Jalan Ampang Kuala Lumpur which gain a lot of attractions since it is near to Kuala Lumpur City Centre and the area has a lot of offices. This business started on 4<sup>th</sup> July 2022 which the partners of the business has just done with their diploma. The business target market is those who age around 6-65 year old and works around the area. The ingredients used are suitable to kids up to 6 years old because the apam balik is soft to chew and it has the fillings which attracts them to try the classic food. The elderly can also try this apam balik because it is a classic, well-known food that has been eaten by the previous generation. This product is well-liked by teenagers and is well-known among adults because of the fillings that it offered to the customers. Besides that, tourists are also the target market of the business since there are a lot of tourists who come to Kuala Lumpur and view the wonderful Kuala Lumpur City Centre. The apam balik is suitable to every income level since the price is only RM5 to RM6 each. To those who comes with family, they can purchase the apam balik with a set price which is RM18 for Set A and RM30 for Set B. They can save a lot of money and at the same time enjoy the food with their family.

The competitive advantages of this business is firstly, it is an enjoyable food which is suitable to be eaten at any time of the day and for any season of the year. Secondly, this business offer improved quality and taste depending on the future needs and demand of the customer. The apam balik is served quickly after ordering and we make sure that the apam balik is freshly made after ordering. Besides that, this business offer variety of apam balik fillings which suits every age level from kids, teenagers, adults and elderly. The expected monthly sales of this business is RM36,305 which will make us able to pay for the cost of the business for a month. The business has never achieve any achievement yet since it is still new but there are a lot that this business can offer to make those achievement come true. There are 5 workers in this business which each of the worker hold two position at a time. For example, the general manager also hold a position of kitchen staff to handle the business. Administration manager hold a position of cook helper, marketing manager hold a position of kitchen staff, operating manager cook for the business and financial manager is a driver and cashier for Apam Balik Colourful. The two position that each of the partners hold can help us understand our business better and improve our food quality in the future.

# 1 Introduction

## 1.1 Name of the Business

Our business name is Apam Balik Colourful. The idea of having that name is because we sell apam balik in different colours depending on the fillings of apam balik. The menu itself is named based on colours. For example, we named apam balik purple for the blueberry fillings. Other than that, the purpose of the business name is to attract customers not only adults but also kids as the words colourful symbolize happiness parallel with our motto which is to bring happiness to customers. The name is also unique as it will make it easier for customers to remember the name of our business whenever they think of apam balik.

## 1.2 Nature of Business

Our business is focused on the sale of apam balik using food trucks where all processes from the food preparation process to the process of selling to customers will be done in this food truck. Since our business has just opened, we only provide food and beverages to take home because there are not enough facilities for customers and it can also help reduce the cost of expenses as our business is still new. The effects of the Covid-19 outbreak have also led us to take precautions to prevent the Covid-19 outbreak from recurring.

In addition, our business is a partnership business consisting of five partners who share capital and earn equal profits following an agreed-upon agreement. The purpose of us opening this food truck business is to provide food as well as meet customer demand especially during working hours where some of them prefer to buy fast and easy to carry food where they can eat the food anywhere not whether in the office, recreational park or in the seating near the mall. Not only that, but we also chose to open our business in the heart of Malaysia's city centre, Kuala Lumpur due to the high demand from customers there.

Furthermore, due to its ease of mobility, we can pick up and receive bookings from various occasions such as weddings, birthday parties or "kenduri doa selamat". Since all the processes are done in the food truck, we do not have to take a long time to prepare it and we can even maintain the quality of our food because this apam balik will straightly be served at the event.

## 1.3 Industry Profile

This business is categorized under Food & Beverages Industry. We chose to start a business in this industry as the demand for food has no specific time and season. Besides that, food and beverages are one of the necessities that a person cannot live without. People can get easily starve especially when they use a lot of energy in daily life. Other than that, food and beverages can be safely said as products which can be sold in any location of