



**ENT 300 - FUNDAMENTALS OF ENTREPRENEURSHIP
GROUP ASSIGNMENT**

BUSINESS PLAN OF MOMLURVE



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EXECUTIVE SUMMARY

MOMLURVE is a food service business that sells delicious Malaysian-food based bento boxes to customers, especially workaholics, students, and senior citizens. This business's top priority is to assist people with hectic schedules to have their lunch and dinner immediately ready without cooking by themselves. MOMLURVE is partnered by five (5) individuals with different skills and experiences who have the same interest to sell dishes that are usually cooked by Malaysian mothers.

In order to ensure this business is budget-friendly, a reasonable and affordable price has been set for everyone to purchase. MOMLURVE can be accessed via walk-ins and online purchases. Several online platforms have been developed and put together for the customers to pursue their online ordering. Followed by that, this business offers some services including delivery and catering services.

With the focus on making MOMLURVE to have a smooth development and growth, we are aiming on serving the highest quality of customer service and dishes along with other contributions such as innovative and creative marketing strategies that will make this business grow bigger. It is one of the long-term goals to be listed in the top food service businesses in Malaysia.

1.1 INTRODUCTION TO THE BUSINESS

- 1. Name of Business** : MOMLURVE
- 2. Business legal entity** : Partnership
- 3. Nature of Business** : Food Service
- 4. Business location** : Pusat Bandar Bertam Perdana, Kepala Batas, Pulau Pinang
- 5. Date of commencement** : 7 May 2022

6. Factors in selecting the proposed business:

- a) Food is a daily necessity and has high demands from the public.
- b) To offer high quality dishes at affordable prices.
- c) To ensure everyone, especially individuals who are busy working or studying, gets their food immediately.

7. Future prospects of the business:

- a) To be the centre in strengthening the relationships of the local community in Kepala Batas.
- b) To expand MOMLURVE food service branches throughout Malaysia by the year 2030.
- c) To make MOMLURVE well known by Malaysians and possibly foreigners.
- d) To offer more menus in order to attract more customers who have different appetites.