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**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN REPORT**

**BITTER SWEET FOOD TRUCK**

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## 1.0 EXECUTIVE SUMMARY

Bitter Sweet Food Truck provides customers with food products and services, offering a variety of coffee and desserts that are highly satisfying to customers. Our business is located at Jalan Harmonium 24/1, Taman Desa Tebrau, 81100 Johor Bahru, Johor, which is also the site of Tebrau Food Truck Park. Our customers are people from the middle and lower classes who want to buy products faster and at reasonable prices. We also target the city's busiest workers or pedestrians because our operation takes place in a food truck on the side of the road, where they may easily stop. Bitter Sweet Food Truck also offers a variety of coffee and desserts that are popular among locals and have received halal certification. Various types of coffee are available, including espresso, cappuccino, latte, and americano, while pastries, cakes, and cream puffs are among the dessert options. The Bitter & Sweet Company has grown dramatically year after year in Johor Bahru. Johor Bahru is the state capital of Johor, which attracts a large number of tourists and pedestrians each year, causing our business to grow year after year. Even though there are many businesses in Johor Bahru that are similar to ours right now, customers still consider our food truck to be the best choice because of the quality of our food and good service. Bitter Sweet Food Truck's marketing strategy emphasizes product and service quality and affordability. We offer the most reasonable prices because we have so many competitors who run similar businesses to us. As a result, we developed a marketing strategy that attracts people to our truck, particularly those looking for affordable coffee and desserts to satisfy their cravings. This company is a partnership. This business is about a business partner who shares capital with other partners. Our business includes five members which have their position itself which are General Manager, Financial Manager, Administration Manager, Marketing Manager, and Operation Manager. Each partner has contributed some capital to the operation of this business. All of us play a significant role in our business, and we will make sure that this business will be successful. Our employees have extensive experience in finance, business, sales, and accounting. We already have service and product commitments, and we intend to actively develop and advertise our business through social media, printed media, and tour events. By having a business plan, we can also predict the profit that we can achieve for the current year, and we can analyze the company's performance in the future to determine if the profit gain will rise smoothly every year or not. In addition, we would like to highlight our expectations and goals for the company, as well as our vision and mission statements. With all of these objectives in place, the entrepreneur will always be on track to ensure that the company's vision and mission are achieved.

## **2.0 BUSINESS BACKGROUND**

### **2.1 Introduction**

#### **1) Name of the Company**

Bitter & Sweet is the name of our company, whereas Bitter Sweet Food Truck is the name of our business. We named our business "Bitter Sweet Food Truck" because it symbolizes the bitterness of coffee and the sweetness of desserts.

#### **2) Nature of Business**

Food services.

#### **3) Industry Profile**

Our company, which is officially registered as Bitter Sweet Food Truck, is actively owned by a partnership. We sell a variety of coffees, including espresso, cappuccino, latte, and americano, as well as a choice of desserts, including pastries, cakes, and cream puffs.

#### **4) Location of the Business**

Jalan Harmonium 24/1, Taman Desa Tebrau, 81100 Johor Bahru, Johor.

#### **5) Date of Business Commencement**

Our business will begin to operate on 2nd February 2023.

#### **6) Future Prospects of the Business**

- Bitter Sweet Food Truck will be the first choice of customers in the food truck industry in Johor and throughout Malaysia.
- We will produce high-quality dishes while consistently improving all aspects of our business and product.
- We will set a quality standard in the food truck industry by using the latest equipment and technology to compete with other competitors.
- We will always serve high-quality coffee beans and freshly baked desserts at a reasonable price.
- Expansion of the Bitter Sweet Food Truck business in all Malaysian states.