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Urban Bites
Food Truck

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DATE OF SUBMISSION: Jan 22, 2024

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1.0 EXECUTIVE SUMMARY

Introducing "Urban Bites Food Truck", an innovative mobile dining experience set to tantalize the taste buds of the community of Selangor. With a focus on serving a delectable range of pasta dishes, such as Spaghetti Bolognese, Spaghetti Carbonara, Spaghetti Aglio Olio, Pesto Pasta, and Creamy Tomyam Pasta, along with a variety of premium coffee choices including Americano, Latte, Mocha, and we also served Classic Chocolate for chocolate lovers, our goal is to provide a unique and convenient culinary experience. Situated at Jalan Melawati 1, Taman Melawati, Kuala Lumpur, we're targeting pasta and coffee aficionados seeking authentic flavors in an accessible format. The rapidly expanding food truck industry, projected to reach RM 500,000 by 2026, presents a significant opportunity. Through strategic social media engagement, event marketing, catering services for office lunches and special events, and participation in local food festivals and street fairs, we aim to attract our target market of young professionals, college students, and food enthusiasts. Furthermore, we have established a partnership with a local food distributor to ensure a consistent supply of high-quality ingredients. With a projected first-year revenue of RM 250,000 and an expected profit of RM 800 only because the capital of our business is quite big, we are seeking an investment of RM 100,000 to cover startup costs, including the food truck, equipment, inventory, and promotional activities. We invite interested parties to explore potential investment opportunities to bring "Urban Bites Food Truck" to fruition.

*Urban Bites
Food Truck*

5.0 MARKETING PLAN

5.1 Product/Service Description

Introducing "Urban Bites Food Truck" - your gateway to a tantalizing fusion of Italian pasta, a dash of Asian flair, and the irresistible aroma of perfectly brewed coffee!

Savor the flavours of Italy with our tantalizing pasta dishes. From the rich and meaty Spaghetti Bolognese to the creamy decadence of Spaghetti Carbonara, each dish is prepared with an authentic touch. For those seeking a simple yet flavourful option, our Spaghetti Aglio Olio will not disappoint, while our bold and aromatic Pesto pasta is a perfect choice for herb enthusiasts. Spice lovers will relish our Creamy Tomyam pasta, offering a delightful fusion of Asian flavours that's both creamy and zesty.

To complement the customers' pasta experience, our skilled baristas serve up a selection of specialty coffee beverages. Options include the sturdiness of an Americano, the velvety texture of a Latte, the soothing sweetness of a Mocha, or the rich indulgence of a classic Chocolate, ensuring that customers' coffee cravings are comprehensively addressed. Additionally, we offer refreshing mineral water to perfectly balance your dining experience.

Urban Bites Food Truck maintains a vibrant presence at local events, markets, and office parks, bringing the tantalizing flavours of Italian-Asian fusion cuisine and the aromatic allure of expertly brewed coffee directly to customers.