

# Food college essay



**ASSIGN  
BUSTER**

The most preferable type of restaurant among consumers during dining out is still questionable. However, according to the Remuneration International, casual dining restaurants are gaining popularity owing to arbitration of Malaysian where life is getting busier in urban areas where people are opting to dine out or having a meal away from home. Under food attributes, the paper reflects most researchers agree that quality of food is the most important factor in determining customer loyalty and key factor to influence customer satisfaction.

Service Quality reflected in the same paper indicated that good quality of service given by staff as the greatest influence of expectation and restaurant selection.

They also posited that the service quality has allegations with customer satisfaction and customer loyalty. To embark on this project, a total of RMI 215, 300. 00 as the initial start-up cost. Founders are from the shareholders of this project who have concurred to the agreement of this project.

This exciting project will employ Blue ocean strategy as our framework for business strategy, guerilla marketing strategy, a strong product strategy, a resilient distribution strategy, as well as service delivery standards where the internet will be utilized as the drivers for promotions strategy. In the 1<sup>st</sup> year, company projects RMI 1 in sales, averaging RMI 85, 000 per month. The company projects an increase of 30% of sales from Year 1 in the 2<sup>nd</sup> year, projected sales revenue is RMI , 600, 000. 00 averaging RMI 133, 333. 00 per month. The projected sales revenue for Year 3 is RMI, 160, 000, averaging RMI 180, 000.

0 per month increase. This enterprise write-up is divided into twelve sections, namely vision, context, opportunity, impact, market feasibility, intellectual property, business concept and business model, business strategy, financial model, implementation plan, strategies and operational plan followed by conclusion. The group had done some research into this venture and find that the food institution business in Malaysia as a lucrative and most profitable venture to go into. A famous quote from Arnold Palmer goes like this “ The Road to Success is always under construction”.

Indeed the success Of any entrepreneurship effort will always be a tireless effort of the people involved. In this case of our venture, we have arrived at the critical decision made to pursue meal catering for the busy person, not withstanding these foods and meals catered to the various income groups in the designated environment we target are sustainable and growing.

The vision of this business is: To be the leading food delivery service Company providing the convenience to enjoy warm meals with variety in all major cities and townships in Malaysia. We, the entrepreneurs, have found the needs of the various sectors of the working class adults of people who are busy in their daily day to day work and social needs. This in itself covers the broad spectrum Of adults. Thus our vision is to serve the growing population proper healthy Hall meals which are wholesome and nutritious for the population of the major cities. This effort is a factor of accommodating the needs, which will be explained later. Motivating factors to the rationales behind this vision area are a number of key driving factors to our business goals.

They are as follows: Main Factor Being the member of the busy working class for a substantial number of years, we have experienced the lifestyle that we, and many of our associates and colleagues are hinged on the fact that our working class is time constrained and that sometimes meals taken are beyond the time of the food availability in most restaurants and food outlets. Traditional practice of the Malaysian is packing food from home in Tiffin or Departure of the past goes not seem to sync with a busy person today.

For example, the typical family person with children attending school in the industrial age (1970 till 1985 in Malaysia) would have had to rise from bed before dawn to prepare the breakfast for the family before sending off the children and spouse to work concurrently prepare simple packed lunch for the spouse and children for their lunch break times. Amidst of these, the same person who is also the working partner in the family would then have to go to work, bringing his/her own meal for lunch consumption.

In the Information Age, (1985 till 2000 in Malaysia) we see that the evolution of working class food intake habits increasingly eroded due to the increase in demand for productivity and output of the various industries, leaving the working class with no other alternative but to eat food that is available at the time he or she is free.

Thus the need for a better and healthier food consumption is seen as critical and meals taken in a timely fashion. Having identified these abovementioned needs, we have determined that a void here is available for a viable business entrepreneurship challenge.

The working class of the country is in large established, townships is growing with the increasing employability market of local and foreign workers. Next is the increasing spending power of these workers due to the rise in income and as the government has projected for the ‘high income nation’ by the year 2020, there is significant increase in salaries and wages. Owing to all the above issues, the spending habit of the workforce is seen as a potential source of revenue for the food delivery industry, we will examine the justification for these factors in the ego-social analysis later.

Further to the workforce being able to spend, much of the workforce is also health unconscious.

In this venue, we find that our venture could accommodate the meal by calorie intake. Vegetarian, meat and carbohydrates (including fats and trans-fats and energy) are the main source of the intake making our packaging show the exact amount. In this aspect the workforce is aware of exactly how much nutrition they are receiving in contrast to the cost of meals.

Making an informed decision here is vital to the workforce in order that they could sustain the daily food intake in accordance to individual needs.

Therefore, with the abovementioned motivations and rationales, we believe that the ultimate decision in line with our philosophy we believe that the organization we establish would not be enriching lives of the workforce but also be part of the corporate social responsibility for the healthy and longevity of the same workforce. 3.

1 How the vision fits with our personal and business goals.

The creation of value here is seen holistically. The vision of the business itself is the social need which we are fulfilling, notwithstanding this value, the intrinsic and extrinsic values here are insurmountable for the markets and us. Our personal goals here are to satisfy the social demand of our target market as meals are defined as a necessity for the sustenance of basic human life and by virtue of this fact, we contribute to a higher need. This is actually going back to the theory of Maslow Hierarchy of needs where food is as a biological need.

The only challenge here is that the timeliness of delivery of meals.

Business goals are in the context of short and long term satisfaction of stakeholders; expansion here is without the compromise of core competencies of the organization. Therefore we would always remain core in our business goals focusing on our passion for delivery the best meals for all.

3. 2 Values statement We will cater to the people's wants and needs for nutritious, wholesome and savory meals cooked and delivered professionally, to our customers, without compromising on timeliness.

We will always remain core in our beliefs that the busy person deserves the meal of the day, without compromise on food quality standards" The organization appreciates and caters to the nutrition value of today; people are very well informed of the nutrition value of their meals especially for professionals who are health conscious to sustain energy and alertness needed throughout out the day.

Customers can also weigh out their nutrition as to their own personal preferences including wholesomeness.

The customers here can even calculate the amount they require and then simply time the delivery of the meal to their own personal requirement. Our team of staff is committed to the goals and visions of the organization, by regular training and coaching in the field of meal preparation, and service delivery standards. We understand that the customer will always come first; communicating this clearly across the board from the Company Shareholders to the staff about the business priority will be done systematically to ensure one total shared belief.

Timeliness as stated above is by virtue the most critical part of our deliverables.

It is the sincere wish of the team that our efforts to bring about this awareness as to their importance are realized. Our core competencies will always remain in delivery of meals for the busy person. The team will never shift away from this firm belief. In view of this our supply chain management which we contract from pertaining to our raw products and foods will also share in our core beliefs.

These suppliers who work with us in this endeavor will also benefit from our ways in doing business as we always maintain harmonious and professional and reentrant in our dealings, while maintain mutual respect for each other. The famous quote from Hussein Mannish reads “ Treat people the way you want to be treated.

Talk to people the way you want to be talked to. Respect is earned not given”. Going by this mantra for our business, we will always resolve

dealings with all stakeholders and without discrimination to race, or creed.

We will always respect the sensitivities of all. 4.

The Cultural According to the Star on Line, as at 26th February 2014, the Malaysian population reached 30 million people. It was also published that as at year 01 0, there was 67. 4 % Bumiputera (Muslim and non-Muslim by religion), Chinese consisted of 24. 6 %, Indians were ranked at 7.

3 % and the other races in the country consisted of 0. 7%. Notwithstanding this The Department of Statistics Malaysia, in its Interclass Mid-year population Estimation reported that the working class people which are classified from 15 years of age till 64 years old consisted of 67. 1 percent of the population.

This amounts to about 20. 13 Million people.

The Company recognizes the cultural sensitivities of each of the segments the main being the Halal food of the population and that the working class Of people of the country deserve their meals. It therefore makes perfect business sense that all food produced in our kitchens for delivery will be ONLY HALAL. 4. 2 Governmental The company understands that the government is holds fast to the Islamic principles of Halal for food and thus emphasis of Halal will be included in our business policy of dealings with the relevant authorized supply chain which also comply with the same.

The company has come to realize and recognize that the Halal standards are the most marketable, sustainable and trusted, Ewing accepted nationwide for quality in supply chain. Governments also lends support in terms of food



research and development for the wellbeing of the Malaysian public. 43 Global Remuneration International a research engine pointed out in its Country report that “ Malaysian produce healthy packaged foods which is sustainable value “ over the forecast period of the same report. Hall Certification-Trust, Safety and Hygiene Important in the food service industry’ Restaurant Manager Expectation published the journal “ Hall Certificate in Malaysia ” – Michael Hall, Dept of Economics , College of Business and Economics, University of Canterbury New Zealand.

With Malaysia poised to be the Hall Hub of food in South East Asia, the company also realizes that notwithstanding any change in the business landscape in local food service industry in Malaysia, The Company will cautiously advance in further expansion in this direction. 4. 4.

Organizational Functional business organization will remain on structure basis.

The top- down approach will remain the organizational style of management. Decision making will hinge in the continuous input of data from research and development of product and services. The roles of the various departments within the organization will contribute input for Major decision making by the stakeholders. We will always maintain the “ Management by walkabout” style in our organization premises, while ensuring strict compliance to policy, and procedures of each and every one of our processes. .

5. PASTEL Analysis 4. 5. 1 political Analysis As indicated earlier, the Malaysian Government is intensifying efforts in food service industry in the avenue of Hall food services.

The Government has serious concerns on health issues to curb obesity, however the company is unfazed by this as our food product source is from the Hall supply-chain. We are not a franchise and therefore there is no need for license for franchise. However, good relationship with government in giving mutual benefits such as employment and tax is a must for any company in this industry.

Protection of employees in accordance to Malaysian labor law is another requirement.

4. 5. 2. Economic Analysis Being a business entity locally incorporated, the company will be will face government regulation of Tax on profit as well as service tax currently imposed. Future implementation of Goods and Service Tax by the National Customs Agency would see an increase to the Taxation policy, The Company will always strive to meet the requirements while pricing of the meals delivered will be the top priority to cater to vast population of the target markets.

We utilize existing information Technology infrastructure to facilitate the business, therefore the cost is kept at a minimum to maximize customer satisfaction, especially for average income market.

(Earnings per month RMI 3500. 00 until RMI 7000. 00 – source analysis frostbitten. Com) 4. 5. 3.

Social Analysis As stipulated earlier, the Bumpier race of the country is the largest by population. Therefore, the company sees this as a large target market in the Hall food service industry.

Accepted norms of meals delivery by competitors have seen that this is viable business development. Other target markets also depend on the approaches which vary in socially acceptable media such as advertising and marketing approach which segregated the races in the country. Many programs to enhance corporate social responsibility would be undertaken to “give back” to the community and the country on whole.

4. 5. 4.

Technological Analysis Malaysian technological advances have seen leaps and bounds with many of the food preparation devices such as restaurant ban-Marie, freezers, industrial grade ovens, juicers and processed and fresh, have been penetrating the food service industry and the standards have the following requirements as per Hall. The driving force of our food technology will be based on the guiding principles of Hall. The following excerpt is from GUIDELINES FOR THE PREPARATION OF HALL FOOD AND GOODS FOR THE MUSLIM CONSUMERS by Dry.

Mad Robin Wabash from Mammal Merge (M) Sad. Bad. All processed foods are Hall if the ingredients used are Hall, so as the recessing done is clean and free from the filth such as: I) Must not be made of, or containing any parts or products from animals, which are forbidden by Islamic Laws to be consumed by Muslims or not slaughtered according to Islamic Laws. li) Must not contain any products which are considered as filth according to Islamic Laws whether in little or large quantities such as pig oils, fats, lards from carcass, types of alcohol and other items. li) Must be prepared, processed or manufacturer using equipment which are free from filth according to Islamic

Laws, such as cutting devices, premises, entertainers and other related equipment.

lv) During preparation, processing and storage, food must not come into contact or close proximity with any food which do not meet the Hall requirement or any product that is considered as filth according to Islamic Laws. 4. 5. 5 Environmental The company is serious in ensuring the policies are in line with the government green technology.

The company will take full advantage of the Invest Malaysia under services sector in the area of recycling product waste, Application for polystyrene will be maximized in the utilization of packaging of eels, and Considerations will be made to re-use water and solar power for conservation of electricity.

A policy for caring for the environment and recycling will be in effect to ensure zero damage, lowered emissions as well as minimized carbon footprint would be in-effect. 45. 6 Legal The company holds fast to the Trade descriptions act 1972 pertaining to Hall food processing.

The approvals from Seminarian statesman, and Misaims Bandannas are all necessity for the typical food cooking and delivery system. DOSS complaint will be another necessity to be looked into in our kitchens cooking practice and procedures. A comprehensive map of the opportunity and its three domains (operations, marketing and customer services) can become a platform for exploring the new strategic landscape.

In each domain, the technology can enable a radical new vision of what a business can accomplish. -? Making sense of business opportunity MIT Sloan

Magazine 2001 by David Freely-? For our venture, we have identified the main consumer need which is time constraint. Therefore, we strive to achieve the follow: Convenience: Although restaurants and cafes are readily available in areas with high density of commercial buildings, it may not necessarily be invention for the working crowd to get a decent lunch. This is due to the heavy traffic of lunch patrons at the restaurants and food courts, which causes delays in orders taking and meal preparation.

Lunch boxes are suitable for the working class who do not have the luxury of time to take longer hours for lunch or simply do not want to go through the trouble of stepping out of their office.

Quality: Meals are cooked an hour prior to the delivery time so that it could be served warm. It's packed in bio-degradable food containers that are microwave safe should they choose to re-heat their meals for later consumption. Affordability: Meals are priced reasonably with no delivery charge incurred to customers.

Choices: Customers get to choose various of different cuisine which includes local Malaysian food, Japanese, Korean, as well as Western. There will also be light snacks which include sandwiches available for those who do not want a full meal.

Simplicity: Our website is designed to be simple and easy to navigate with minimal buttons and promotional ads. Below are the drafted designs for our website: Image 1: Front page. Simple with only 5 pages to navigate. Image 2: Customers can quickly look at the list to find out if their location is thin our delivery areas.

Image 3: Simple 4-steps for our customers to place their order. Image 4: There are 4 categories for customers to browse through. With 3 categories as the type Of cuisine and 1 category for those who want light snacks. Image 5: The direct lines and emails of our customer service team are displayed so that customers can contact them if they have any questions or feedback. 5.

1 Potential Customers Our potential customers are divided into the following 3 category: II Working class: These are the people who work in commercial buildings such s offices and banks.

SOHO: These are commonly freelancers and entrepreneurs who work from the comfort of their home. Residents: These are residents in high-rise condominiums and apartments in the city centre. 5. 2 Business Model

Purchase raw materials from food wholesalers Food Preparation and Menu updates in Website Customers Place Orders Cooks Prepare Meals as per Customers' Orders Meals Are Packed and Delivery is Made Diagram 1: Meal Box Business Model As shown in Diagram 1, our business model is comprehensive as we are the producer, marketer and distributor of our lunch boxes.

It started with purchase of raw ingredients needed and menu preparation.

Once customers place their orders, cooks will prepare the meals accordingly. Meals are then packed and distributed to areas we pre-assigned to ensure timely delivery. With our online ordering system, everything range from orders to sales and customer data are recorded, thereby cutting down time wasted in documenting our processes. The system will also assist us

managing customer relationships, ensuring that we receive their feedback promptly and is able to rectify any arising issues.