

# BUSINESS PLAN



**FOODTEIN WELLNESS KITCHEN**  
**9-14 (A & B), Hotel Swan Garden Suites & SPA,**  
**Jalan KSB 2, Taman Kota Syahbandar,**  
**75200 Melaka, Malaysia**  
**+6016 213 6813**  
**[Foodteincapital@gmail.com](mailto:Foodteincapital@gmail.com)**

## TABLE OF CONTENTS

Executive Summary	3
Company Description	4
Market Analysis	4
Business Model	6
SWOT Analysis	8
Competitor Analysis	9
Marketing Plan	10
Management and Operation	11
Financial Plan	14
Appendix	20

# Executive Summary

Our company is a healthy food company committed to promoting sustainable food choices. We provide nutritious and delicious meal options to our customers and have a strong licensing network that allows us to expand our reach throughout Southeast Asia.

Our vision is to become the most outstanding food empire in the region, and our mission is to provide affordable and healthy food options to our customers while continuously expanding our licensing network. We believe that by prioritizing quality, sustainability, and customer satisfaction, we can achieve our vision and make a positive impact on the health and well-being of our customers and the planet.

Our revenue comes from six sources, including Foodtein membership fees, management fees, central kitchen services, online delivery platforms, and health supplement products. In the future, we plan to add franchise fees to our revenue sources.

To achieve our goal of opening 156 restaurants through licensing within 5 years, we will establish a strong operation plan that includes a comprehensive licensing strategy, franchisee training, and ongoing support. Our company is committed to promoting healthier food choices and a sustainable lifestyle, with a focus on quality, sustainability, and customer satisfaction. We believe that we can make a positive impact on the health and well-being of our customers and the planet by providing nutritious and delicious healthy food options throughout Southeast Asia.

## Company Description

Foodtein Wellness Kitchen is a healthy food company committed to promoting healthier food choices and a sustainable lifestyle. Our goal is to provide our customers with delicious, nutritious, and affordable plant-based food options while continuously expanding our licensing network throughout Southeast Asia. Through our commitment to quality and sustainability, we strive to revolutionize the food industry and become the most outstanding food empire in the region. Our strong licensing network allows us to expand our reach, providing more people with access to our nutritious food options. By prioritizing quality, sustainability, and customer satisfaction, we believe that we can achieve our vision and make a positive impact on the health and well-being of our customers and the planet.



# Market Analysis

GlobalData's report predicts that the foodservice industry in Malaysia will experience a 10% growth from 2020 to 2025. Additionally, according to GrabFood's Food Trends Report 2020/2021, 70% of Malaysians are interested in consuming healthier food, with 44% willing to pay extra for it. According to a survey carried out by Herbalife Nutrition in 2020, 61% of Malaysians who participated reported an increase in their consumption of plant-based foods. Based on the information provided above, there is a growing trend towards healthier and plant-based food options in Malaysia.

As a restaurant offering nutrient-rich and plant-based food options, there is a potential market opportunity for this type of cuisine. By prioritizing the health and wellness of customers, this restaurant can tap into the growing trend towards healthier food choices and potentially attract a larger customer base.

Moreover, with the increasing number of Malaysians who are willing to pay extra for healthier food options, there may be potential for the restaurant to charge premium prices for its healthier menu items. This can lead to increased revenue and profitability for the restaurant.

At our restaurant, we take pride in offering our customers a variety of healthy and nutritious options to choose from. We understand that more and more people are becoming health-conscious foods, which is why we have made it a priority to include these options on our menu.

Our restaurant specializes in providing nutrient-rich foods that not only taste delicious but also provide numerous health benefits. We use only the freshest and highest quality ingredients in our dishes, ensuring that our customers receive a wholesome and satisfying meal.

# Business Model

The licensing method is a popular business model where a company grants a license to a third-party individual or organization to use their brand name, products, or services. This model is often used by companies who want to expand their business operations without taking on the risks and costs associated with opening new locations themselves.

In the current mode, our company will operate under a licensing model where we will grant licenses to independent operators who will be responsible for running their own individual locations using our brand name, recipes, and operations manual. This model allows us to expand our business presence without incurring significant costs associated with opening and operating multiple locations ourselves. Additionally, licensing enables us to maintain greater control over the quality and consistency of our brand and products.

In the future, our company plans to transition to a franchise model after the licensing process has been established. Franchising allows for greater expansion opportunities while offering more control over brand and operations standards. Franchisees will have more access to our support and guidance, and the franchising model will enable us to build a network of loyal and dedicated business partners.

Under the franchising model, franchisees will pay an initial fee to join the network and receive the necessary training and support to operate their own location. They will also be responsible for ongoing royalties, which are typically a percentage of their sales revenue. In exchange, franchisees will have access to our brand recognition, marketing support, and other resources that will help them grow their business.

Overall, the licensing method will allow our company to establish a strong foundation for expansion, while the franchise model will enable us to grow and scale our business across multiple locations in the future. By combining these models, we can achieve a balance between growth and control, while maintaining our high standards of quality and consistency.

Our company has identified six sources of revenue, which include membership fees, management fees, central kitchen operations, online delivery platforms, health supplement products, and future franchise fees.

Firstly, we generate revenue through membership fees charged to Foodtein members. Each member pays an annual fee of RM35, which grants them access to exclusive deals and discounts on our products and services.

Secondly, we earn revenue through management fees, which are charged to operators of licensed locations. We charge a management fee of 7% of their monthly revenue in exchange for our ongoing support and guidance.

Thirdly, we operate a central kitchen, which prepares our signature bento boxes for delivery and sale at our licensed locations. We generate revenue through the sales of these bento boxes to our customers.

Fourthly, we earn revenue through our partnership with online delivery platforms such as GrabFood and PandaFood. We provide our products to these platforms for delivery to customers, and earn a percentage of the revenue from each sale.

Fifthly, we sell health supplement products such as the Foodtein Veggie Bar, Foodtein Greenamic, and Foodtein Sustainable Clean Superfood. These products are made from high-quality, natural ingredients and are designed to promote health and wellness. We generate revenue through the sales of these products to our customers.

Lastly, in the future, we plan to generate revenue through franchise fees charged to new franchisees. Each franchisee will be required to pay a one-time fee of RM400,000 to RM800,000 to join our franchise network. In exchange, they will receive access to our brand name, operations manual, ongoing support and guidance, and other resources to help them establish and grow their own successful Foodtein franchise location.

Overall, our diverse revenue streams enable us to generate consistent and sustainable income, while also allowing for future growth and expansion.



# SWOT Analysis

## Strengths:

- Unique value proposition: Offering healthy and nutrient-rich food options, which is currently a growing trend in Malaysia.
- Multiple sources of revenue: The company has six different sources of revenue, including membership fee, management fee, central kitchen, online delivery, and health supplement products.
- Licensing and franchising model: The company can expand its operations without incurring significant costs by granting licenses and later, franchises to third-party operators.

## Weaknesses:

- Dependent on health and wellness trends: The company's success is tied to the popularity of healthy food options in the market. If this trend wanes, it could adversely affect the company's revenue.
- Dependence on licensees: The company's success will depend on the abilities and performance of its licensees, which could be challenging to control.

## Opportunities:

- Growing trend towards healthy food options: There is an increasing demand for healthy and nutrient-rich food options in Malaysia.
- Expansion into new markets: The company can expand into new markets by licensing or franchising its operations in other parts of the country.
- Diversification of revenue streams: The company could explore additional revenue streams such as catering services or opening up additional food and beverage concepts.

## Threats:

- Increased competition: The company may face competition from established players in the market
- Changes in consumer preferences and demands for healthier or alternative food options
- Economic downturns or financial instability that could affect consumer spending habits

# Competitor Analysis

Mama Kim Wellness Kitchen is a popular competitor in the healthy food industry, known for their focus on healthy and wholesome meals. Mama Kim Wellness Kitchen boasts an 80% vegetable and 20% meat food ratio, appealing to health-conscious customers. They emphasize the balance of 5 colours of fresh ingredients and no added MSG, preservatives & artificial colouring in their dishes, which can be attractive to those who prioritize a varied and balanced diet.

However, our company has some advantages that differentiate us from Mama Kim Wellness Kitchen. Our main strength lies in our speed of service, with meals ready in 30-60 seconds. Additionally, we offer our signature green rice, which is more nutritious than normal rice and can be a unique selling point for health-conscious customers. Our reasonable prices can also be an attractive feature for customers who are looking for healthy options on a budget.

In terms of weaknesses, our company may face challenges in terms of brand recognition and establishing a loyal customer base, as Mama Kim Wellness Kitchen has already established a strong reputation in the market. Additionally, our focus on speed of service and price may come at the expense of the emotional connection and emphasis on healthy eating that Mama Kim offers.

Competitor Profile Metrics					
		Foodtein Living Farm		Mama Kim Wellness Kitchen	
Critical Success Factor(s)	Weight	Rating	Score	Rating	Score
Price	0.2	3	0.6	1	0.2
Food Menu	0.1	4	0.4	2	0.2

Ambience and hygiene	0.15	4	0.6	4	0.6
Food safety, health and nutrition	0.15	3	0.45	2	0.3
Body check	0.1	4	0.4	0	0
Unique packaging	0.1	4	0.4	2	0.2
Loyalty program	0.1	3	0.3	2	0.2
Food preparation	0.1	4	0.4	2	0.2
Total	1		3.55/4		1/9/4



# Marketing Plan

Our marketing plan is focused on addressing the needs of specific consumer segments in Malaysia, namely cancer patients and individuals who are struggling with obesity. With cancer affecting one in every four people in Malaysia, we aim to provide nutrient-rich food options to cater to their dietary requirements. Similarly, with over 50% of the population in Malaysia being classified as overweight, we will offer healthy food choices to address this growing concern.

Our marketing plan will focus on three key areas:

1. **Social Media Promotion:** We will leverage social media platforms such as Instagram, Facebook, and Twitter to reach a wider audience and promote our brand. We will post engaging content, such as photos and videos of our green rice and other nutritious meals, as well as health and wellness tips. We will also run social media promotions, such as discounts for customers who share our posts or tag us in their own social media posts. By using relevant hashtags and partnering with health and wellness professionals, we aim to increase our social media following and drive traffic to our restaurant.
2. **Signage:** We will place signage both inside and outside of our restaurant to attract customers and promote our brand. Our signage will highlight our focus on nutritious and plant-based foods, as well as our unique selling points such as our green rice. We will also use signage to promote our loyalty program and any current promotions or discounts.
3. **Loyalty Program:** Our loyalty program will reward customers for their repeat business and encourage them to return to our restaurant. Customers who sign up for our loyalty program will earn points for every purchase they make, which they can then redeem for discounts or free meals. We will also offer exclusive promotions and discounts to loyalty program members. By providing an incentive for customers to return, we aim to establish a loyal customer base and increase our overall sales.

Overall, our marketing plan will focus on promoting our brand as a healthy and affordable dining option through social media, signage, and a loyalty program. By emphasizing our unique selling points and engaging with customers on multiple platforms, we aim to attract new customers and establish a strong reputation in the market.

# Management and Operation

Our team will be led by Mr Tang Yong Tai, who will oversee all aspects of the business. Our management structure will be flat, with a focus on collaboration and open communication. Mr Tang will make final decisions but input and feedback will be encouraged from all team members. Regular team meetings will be held to discuss progress, identify challenges, and make decisions as a group.

To achieve our goal of opening 156 restaurants through licensing within 5 years, we will need to establish a strong and efficient operation plan. The following outlines our approach to achieving this objective:

1. **Licensing Process:** We will establish a clear and efficient licensing process to enable us to expand rapidly. This process will include guidelines for identifying potential licensees, evaluating their qualifications and financial capacity, and providing training and support to ensure consistency in our brand and operations across all licensed locations. We will also establish a system for tracking and monitoring the performance of each licensed location to ensure quality standards are maintained.
2. **Standard Operating Procedures:** We will develop a set of standard operating procedures (SOPs) that outline the key aspects of our business operations, including food preparation, customer service, staff training, and marketing. These SOPs will be shared with all licensees, who will be required to adhere to these standards to ensure consistency in our brand and customer experience.
3. **Training and Support:** We will provide comprehensive training and ongoing support to our licensees to ensure they have the necessary knowledge and skills to operate their restaurants effectively. This will include initial training on our SOPs, as well as ongoing training and support in areas such as menu development, marketing, and financial management.
4. **Quality Control:** We will establish a system for quality control to ensure consistency in our food quality, customer service, and overall brand experience across all licensed locations. This will include regular inspections and audits of each licensed location, as well as feedback and performance monitoring to identify areas for improvement.

5. Expansion Strategy: We will develop a clear and targeted expansion strategy to ensure that we are able to achieve our goal of opening 156 restaurants within 5 years. This will include identifying potential markets and locations for expansion, prioritizing locations based on their potential for customer traffic and profitability, and developing a timeline and budget for each new location.

Overall, our operation plan will focus on establishing a clear and efficient licensing process and maintaining consistency in our brand and operations across all licensed locations.

# Financial Plan

## Projected Income statement for a licensee

Income Statement of a licensee 2024 -2028										
		2024		2025		2026		2027	2028	
<b>Sales</b>										
Foodtein Green Bento	MYR	1,360,800.00	MYR	1,428,840.00	MYR	1,500,282.00	MYR	1,575,296.10	MYR	1,654,060.91
Foodtein Green	MYR	496,800.00	MYR	521,640.00	MYR	547,722.00	MYR	575,108.10	MYR	603,863.51
Foodtein Greenamic	MYR	496,800.00	MYR	521,640.00	MYR	547,722.00	MYR	575,108.10	MYR	603,863.51
Foodtein Veggie Bar	MYR	101,400.00	MYR	106,470.00	MYR	111,793.50	MYR	117,383.18	MYR	123,252.33
<b>Total Sales</b>	<b>MYR</b>	<b>2,455,800.00</b>	<b>MYR</b>	<b>2,578,590.00</b>	<b>MYR</b>	<b>2,707,519.50</b>	<b>MYR</b>	<b>2,842,895.48</b>	<b>MYR</b>	<b>2,985,040.25</b>
<b>Cost of goods sold</b>										
Foodtein Green Bento	MYR	544,320.00	MYR	571,536.00	MYR	600,112.80	MYR	630,118.44	MYR	661,624.36
odtein Green	MYR	259,200.00	MYR	272,160.00	MYR	285,768.00	MYR	300,056.40	MYR	315,059.22
odtein Greenamic	MYR	259,200.00	MYR	272,160.00	MYR	285,768.00	MYR	300,056.40	MYR	315,059.22
odtein Veggie Bar	MYR	45,000.00	MYR	47,250.00	MYR	49,612.50	MYR	52,093.13	MYR	54,697.78
<b>Total Cost of Goods Sold</b>	<b>MYR</b>	<b>1,107,720.00</b>	<b>MYR</b>	<b>1,163,106.00</b>	<b>MYR</b>	<b>1,221,261.30</b>	<b>MYR</b>	<b>1,282,324.37</b>	<b>MYR</b>	<b>1,346,440.58</b>
<b>Gross Profit</b>	<b>MYR</b>	<b>1,348,080.00</b>	<b>MYR</b>	<b>1,415,484.00</b>	<b>MYR</b>	<b>1,486,258.20</b>	<b>MYR</b>	<b>1,560,571.11</b>	<b>MYR</b>	<b>1,638,599.67</b>
<b>Operating expense</b>										
Mangement fee	MYR	122,472.00	MYR	128,595.60	MYR	135,025.38	MYR	141,776.65	MYR	148,865.48
Advertising fee	MYR	40,824.00	MYR	42,865.20	MYR	45,008.46	MYR	47,258.88	MYR	49,621.83
Depreciation & Amortization	MYR	75,000.00	MYR	75,000.00	MYR	75,000.00	MYR	75,000.00	MYR	75,000.00
General & Administrative	MYR	24,000.00	MYR	24,720.00	MYR	25,461.60	MYR	26,225.45	MYR	27,012.21
Insurance	MYR	2,000.00	MYR	2,060.00	MYR	2,121.80	MYR	2,185.45	MYR	2,251.02
Marketing	MYR	60,000.00	MYR	61,800.00	MYR	63,654.00	MYR	65,563.62	MYR	67,530.53
Maintenance	MYR	60,000.00	MYR	61,800.00	MYR	63,654.00	MYR	65,563.62	MYR	67,530.53
Rent	MYR	72,000.00	MYR	74,160.00	MYR	76,384.80	MYR	78,676.34	MYR	81,036.63
Staff Commissions	MYR	122,790.00	MYR	128,929.50	MYR	135,375.98	MYR	142,144.77	MYR	149,252.01
Travel, Meals and Entertainment	MYR	60,000.00	MYR	61,800.00	MYR	63,654.00	MYR	65,563.62	MYR	67,530.53
Utilities	MYR	48,000.00	MYR	49,440.00	MYR	50,923.20	MYR	52,450.90	MYR	54,024.42
Miscellaneous	MYR	36,000.00	MYR	37,080.00	MYR	38,192.40	MYR	39,338.17	MYR	40,518.32
Wages and benefits	MYR	367,200.00	MYR	385,560.00	MYR	404,838.00	MYR	425,079.90	MYR	446,333.90
<b>Total operating expenses</b>	<b>MYR</b>	<b>1,090,286.00</b>	<b>MYR</b>	<b>1,133,810.30</b>	<b>MYR</b>	<b>1,179,293.62</b>	<b>MYR</b>	<b>1,226,827.38</b>	<b>MYR</b>	<b>1,276,507.41</b>
<b>Earning before taxes</b>	<b>MYR</b>	<b>257,794.00</b>	<b>MYR</b>	<b>281,673.70</b>	<b>MYR</b>	<b>306,964.59</b>	<b>MYR</b>	<b>333,743.73</b>	<b>MYR</b>	<b>362,092.26</b>
<b>Income Tax (24%)</b>	<b>MYR</b>	<b>61,870.56</b>	<b>MYR</b>	<b>67,601.69</b>	<b>MYR</b>	<b>73,671.50</b>	<b>MYR</b>	<b>80,098.50</b>	<b>MYR</b>	<b>86,902.14</b>
<b>Net Earnings</b>	<b>MYR</b>	<b>195,923.44</b>	<b>MYR</b>	<b>214,072.01</b>	<b>MYR</b>	<b>233,293.08</b>	<b>MYR</b>	<b>253,645.23</b>	<b>MYR</b>	<b>275,190.12</b>

Daily sales	
Foodtein Green Bento (set)	200

Average Monthly Sales	Number of set/boxes	Price per unit			
Foodtein Green Bento	6000	18.9			
Foodtein Green	300	138			
Foodtein Greenamic	300	138			
Foodtein Veggie Bar	500	16.9			
	2024	2025	2026	2027	2028
Sales growth rate		5%	5%	5%	5%

Cost of goods sold	Number of set/boxes	Cost per unit
Foodtein Green Bento	40% of sales	
Foodtein Green	300	72
Foodtein Greenamic	300	72
Foodtein Veggie Bar	500	7.5

Number of unit	2024	2025	2026	2027	2028
Foodtein Green	300	315	330.75	347.2875	364.651875
Foodtein Greenamic	300	315	330.75	347.2875	364.651875
Foodtein Veggie Bar	500	525	551.25	578.8125	607.753125

## Projected Income Statement for Foodtein Wellness Kitchen

Income Statement - 2024-2028					
	2024	2025	2026	2027	2028
<b>Income Statement</b>					
<b>Revenue</b>	M YR 16,520,352.00	M YR 58,717,425.60	M YR 86,644,352.88	M YR 115,967,626.52	M YR 146,757,063.85
<b>COGS</b>	M YR 8,213,376.00	M YR 29,169,172.80	M YR 42,982,759.44	M YR 57,487,025.41	M YR 72,716,504.68
<b>Gross Margin</b>	<b>M YR 8,306,976.00</b>	<b>M YR 29,548,252.80</b>	<b>M YR 43,661,593.44</b>	<b>M YR 58,480,601.11</b>	<b>M YR 74,040,559.17</b>
<b>Operating Expenses</b>					
Advertising & Promotion	M YR 514,696.64	M YR 59,521.39	M YR 106,587.38	M YR 156,006.67	M YR 207,896.92
Depreciation & Amortization	M YR 192,000.00	M YR 170,496.00	M YR 151,744.51	M YR 135,393.21	M YR 121,134.88
General & Administrative	M YR 24,000.00	M YR 24,480.00	M YR 24,969.60	M YR 25,593.84	M YR 26,233.69
Insurance	M YR 27,000.00	M YR 27,810.00	M YR 28,922.40	M YR 30,368.52	M YR 32,190.63
Marketing	M YR 24,000.00	M YR 24,960.00	M YR 26,208.00	M YR 27,518.40	M YR 29,169.50
Maintenance	M YR 54,000.00	M YR 54,810.00	M YR 55,632.15	M YR 56,744.79	M YR 57,879.69
Office Rent	M YR 800,000.00	M YR 824,000.00	M YR 848,720.00	M YR 891,156.00	M YR 935,713.80
Staff Commission	M YR 1,321,628.16	M YR 4,697,394.05	M YR 6,931,548.23	M YR 9,277,410.12	M YR 11,740,565.11
Technology	M YR -	M YR -	M YR -	M YR -	M YR -
Travel, Meals and Entertainment	M YR 120,000.00	M YR 121,200.00	M YR 122,412.00	M YR 124,860.24	M YR 127,357.44
Utilities	M YR 48,000.00	M YR 49,440.00	M YR 50,923.20	M YR 52,960.13	M YR 55,608.13
Wages and Benefits	M YR 1,092,000.00	M YR 1,416,000.00	M YR 1,776,000.00	M YR 2,148,000.00	M YR 2,616,000.00
Miscellaneous	M YR 38,400.00	M YR 38,784.00	M YR 39,171.84	M YR 39,563.56	M YR 39,959.19
<b>Total Expenses</b>	<b>M YR 4,255,724.80</b>	<b>M YR 7,508,895.44</b>	<b>M YR 10,162,839.31</b>	<b>M YR 12,965,575.49</b>	<b>M YR 15,989,709.00</b>
<b>Earnings Before Interest &amp; Taxes</b>	<b>M YR 4,051,251.20</b>	<b>M YR 22,039,357.36</b>	<b>M YR 33,498,754.13</b>	<b>M YR 45,515,025.63</b>	<b>M YR 58,050,850.17</b>
Employee Bonuses	M YR 405,125.12	M YR 2,203,935.74	M YR 3,349,875.41	M YR 4,551,502.56	M YR 5,805,085.02
Interest Expense	M YR -	M YR -	M YR -	M YR -	M YR -
<b>Earnings Before Taxes</b>	<b>M YR 4,051,251.20</b>	<b>M YR 22,039,357.36</b>	<b>M YR 33,498,754.13</b>	<b>M YR 45,515,025.63</b>	<b>M YR 58,050,850.17</b>
Income Taxes	24.0% M YR 173,893.00	M YR 5,289,445.77	M YR 8,039,700.99	M YR 10,923,606.15	M YR 13,932,204.04
<b>Net Earnings</b>	<b>M YR 3,877,358.20</b>	<b>M YR 16,749,911.59</b>	<b>M YR 25,459,053.14</b>	<b>M YR 34,591,419.48</b>	<b>M YR 44,118,646.13</b>

	2024	2025	2026	2027	2028
Licensing fee	650,000				
Number of new licensee	12	36	36	36	36
Cumulative number of licensee	12	48	84	120	156

	Number of set/boxes	Price per unit	Cost per unit
Foodtein Green	300	72	34
Foodtein Greenamic	300	72	34
Foodtein Veggie Bar	500	7.5	5.5

Number of unit sold per licensee	2024	2025	2026	2027	2028
Foodtein Green	300	315	330.75	347.2875	364.651875
Foodtein Greenamic	300	315	330.75	347.2875	364.651875
Foodtein Veggie Bar	500	525	551.25	578.8125	607.753125

Sales of the company	2024	2025	2026	2027	2028
Licensing fee	M YR 7,800,000.00	M YR 23,400,000.00	M YR 23,400,000.00	M YR 23,400,000.00	M YR 23,400,000.00
Management fee	M YR 1,469,664.00	M YR 5,952,139.20	M YR 10,658,738.16	M YR 15,600,667.07	M YR 20,789,692.42
Advertising fee	M YR 489,888.00	M YR 1,984,046.40	M YR 3,552,912.72	M YR 5,200,222.36	M YR 6,929,897.47
Foodtein Green	M YR 3,110,400.00	M YR 12,597,120.00	M YR 22,558,176.00	M YR 33,017,284.80	M YR 43,999,349.04
Foodtein Greenamic	M YR 3,110,400.00	M YR 12,597,120.00	M YR 22,558,176.00	M YR 33,017,284.80	M YR 43,999,349.04
Foodtein Veggie Bar	M YR 540,000.00	M YR 2,187,000.00	M YR 3,916,350.00	M YR 5,732,167.50	M YR 7,638,775.88
<b>Total Sales</b>	<b>M YR 16,520,352.00</b>	<b>M YR 58,717,425.60</b>	<b>M YR 86,644,352.88</b>	<b>M YR 115,967,626.52</b>	<b>M YR 146,757,063.85</b>

Cost of Goods sold	2024	2025	2026	2027	2028
Licensing fee	M YR 3,900,000.00	M YR 11,700,000.00	M YR 11,700,000.00	M YR 11,700,000.00	M YR 11,700,000.00
Management fee	M YR 734,832.00	M YR 2,976,069.60	M YR 5,329,369.08	M YR 7,800,333.53	M YR 10,394,846.21
Advertising fee	M YR 244,944.00	M YR 992,023.20	M YR 1,776,456.36	M YR 2,600,111.18	M YR 3,464,948.74
Foodtein Green	M YR 1,468,800.00	M YR 5,948,640.00	M YR 10,652,472.00	M YR 15,591,495.60	M YR 20,777,470.38
Foodtein Greenamic	M YR 1,468,800.00	M YR 5,948,640.00	M YR 10,652,472.00	M YR 15,591,495.60	M YR 20,777,470.38
Foodtein Veggie Bar	M YR 396,000.00	M YR 1,603,800.00	M YR 2,871,990.00	M YR 4,203,589.50	M YR 5,601,768.98
<b>Total Costs of Goods Sold</b>	<b>M YR 8,213,376.00</b>	<b>M YR 29,169,172.80</b>	<b>M YR 42,982,759.44</b>	<b>M YR 57,487,025.41</b>	<b>M YR 72,716,504.68</b>

## Projected Balance Sheet for a company

Balance Sheet	2024	2025	2026	2027	2028
<b>Assets</b>					
Current assets:					
Cash	MYR 3,370,286.20	MYR 18,544,299.54	MYR 42,995,733.90	MYR 76,506,415.14	MYR 119,470,458.13
Accounts Receivable	MYR -	MYR -	MYR -	MYR -	MYR -
Prepaid expenses	MYR 8,000.00	MYR 8,080.00	MYR 8,160.80	MYR 8,242.41	MYR 8,324.83
Inventory	MYR 675,072.00	MYR 2,397,466.26	MYR 3,532,829.54	MYR 4,724,960.99	MYR 5,976,699.02
<b>Total current assets</b>	<b>MYR 4,053,358.20</b>	<b>MYR 20,949,845.79</b>	<b>MYR 46,536,724.24</b>	<b>MYR 81,239,618.54</b>	<b>MYR 125,455,481.97</b>
Property & Equipment	MYR 1,332,000.00	MYR 1,185,504.00	MYR 1,057,759.49	MYR 946,366.27	MYR 849,231.39
<b>Total Assets</b>	<b>MYR 5,385,358.20</b>	<b>MYR 22,135,349.79</b>	<b>MYR 47,594,483.73</b>	<b>MYR 82,185,984.81</b>	<b>MYR 126,304,713.37</b>
<b>Liabilities</b>					
Current liabilities:					
Accounts Payable	MYR -	MYR -	MYR -	MYR -	MYR -
Accrued expenses	MYR 8,000.00	MYR 8,080.00	MYR 8,160.80	MYR 8,242.41	MYR 8,324.83
<b>Total current liabilities</b>	<b>MYR 8,000.00</b>	<b>MYR 8,080.00</b>	<b>MYR 8,160.80</b>	<b>MYR 8,242.41</b>	<b>MYR 8,324.83</b>
Long-term debt	MYR -	MYR -	MYR -	MYR -	MYR -
<b>Total Liabilities</b>	<b>MYR 8,000.00</b>	<b>MYR 8,080.00</b>	<b>MYR 8,160.80</b>	<b>MYR 8,242.41</b>	<b>MYR 8,324.83</b>
<b>Shareholder's Equity</b>					
Equity Capital	MYR 1,500,000.00	MYR 1,500,000.00	MYR 1,500,000.00	MYR 1,500,000.00	MYR 1,500,000.00
Retained Earnings	MYR 3,877,358.20	MYR 20,627,269.79	MYR 46,086,322.93	MYR 80,677,742.40	MYR 124,796,388.53
<b>Shareholder's Equity</b>	<b>MYR 5,377,358.20</b>	<b>MYR 22,127,269.79</b>	<b>MYR 47,586,322.93</b>	<b>MYR 82,177,742.40</b>	<b>MYR 126,296,388.53</b>
<b>Total Liabilities &amp; Shareholder's Equity</b>	<b>MYR 5,385,358.20</b>	<b>MYR 22,135,349.79</b>	<b>MYR 47,594,483.73</b>	<b>MYR 82,185,984.81</b>	<b>MYR 126,304,713.37</b>

## Projected Cash Flows statement for a company

Cash Flow Statement - 2024-2028					
	2024	2025	2026	2027	2028
<b>Cash Flow Statement</b>					
<b>Operating Cash Flow</b>					
Net Earnings	MYR 3,877,358.20	MYR 16,749,911.59	MYR 25,459,053.14	MYR 34,591,419.48	MYR 44,118,646.13
Plus: Depreciation & Amortization	MYR 192,000.00	MYR 170,496.00	MYR 151,744.51	MYR 135,393.21	MYR 121,134.88
Less: Changes in Working Capital	MYR 675,072.00	MYR 1,722,394.26	MYR 1,135,363.29	MYR 1,192,131.45	MYR 1,251,738.02
<b>Cash from Operations</b>	<b>MYR 3,394,286.20</b>	<b>MYR 15,198,013.34</b>	<b>MYR 24,475,434.36</b>	<b>MYR 33,534,681.24</b>	<b>MYR 42,988,042.99</b>
<b>Investing Cash Flow</b>					
Investments in Property & Equipment	MYR 24,000.00	MYR 24,000.00	MYR 24,000.00	MYR 24,000.00	MYR 24,000.00
<b>Cash from Investing</b>	<b>MYR 24,000.00</b>	<b>MYR 24,000.00</b>	<b>MYR 24,000.00</b>	<b>MYR 24,000.00</b>	<b>MYR 24,000.00</b>
<b>Financing Cash Flow</b>					
Issuance (repayment) of debt	MYR -	MYR -	MYR -	MYR -	MYR -
Issuance (repayment) of equity	MYR -	MYR -	MYR -	MYR -	MYR -
<b>Cash from Financing</b>	<b>MYR -</b>	<b>MYR -</b>	<b>MYR -</b>	<b>MYR -</b>	<b>MYR -</b>
Net Increase (decrease) in Cash	MYR 3,370,286.20	MYR 15,174,013.34	MYR 24,451,434.36	MYR 33,510,681.24	MYR 42,964,042.99
Opening Cash Balance	MYR -	MYR 3,370,286.20	MYR 18,544,299.54	MYR 42,995,733.90	MYR 76,506,415.14
<b>Closing Cash Balance</b>	<b>MYR 3,370,286.20</b>	<b>MYR 18,544,299.54</b>	<b>MYR 42,995,733.90</b>	<b>MYR 76,506,415.14</b>	<b>MYR 119,470,458.13</b>

## Ratio Analysis for a company

Financial Ratio Analysis					
	2024	2025	2026	2027	2028
<b>Profitability Ratios</b>					
Gross Margin	50.28%	50.32%	50.39%	50.43%	50.45%
Operating Margin	24.52%	37.53%	38.66%	39.25%	39.56%
Net Profit Margin	23.47%	28.53%	29.38%	29.83%	30.06%
<b>Efficiency Ratios</b>					
Total Asset Turnover	3.07	2.65	1.82	1.41	1.16
Net Asset Turnover	3.07	2.65	1.82	1.41	1.16
Inventory Turnover	12.17	12.17	12.17	12.17	12.17
Inventory Days	30.00	30.00	30.00	30.00	30.00
Receivable Turnover	0.00	0.00	0.00	0.00	0.00
Receivable Days	0.00	0.00	0.00	0.00	0.00
Payables Turnover	0.00	0.00	0.00	0.00	0.00
Payables Days	0.00	0.00	0.00	0.00	0.00
Working Capital Requirement	30.00	30.00	30.00	30.00	30.00
Working Capital Funding Gap	30.00	30.00	30.00	30.00	30.00
PP&E Turnover	12.40	49.53	81.91	122.54	172.81
Tax Ratio	4.29%	24.00%	24.00%	24.00%	24.00%
<b>Liquidity Ratios</b>					
Current Ratio	506.67	2592.80	5702.47	9856.30	15070.03
Acid Test (Quick Ratio)	422.29	2296.09	5269.57	9283.05	14352.10
<b>Leverage Ratios</b>					
Debt to Equity	0.00	0.00	0.00	0.00	0.00
Debt to Tangible Net Worth	0.00	0.00	0.00	0.00	0.00
Total Liabilities to Equity	0.00	0.00	0.00	0.00	0.00
Total Assets to Equity	1.00	1.00	1.00	1.00	1.00
<b>Coverage Ratios</b>					
Interest Coverage Ratio	0.00	0.00	0.00	0.00	0.00

# Appendix

	2024	2025	2026	2027	2028	
Number of new licensee	12	36	36	36		
Cumulative number of licensee	12	48	84	120	156	
<b>Hiring Projections</b>						Monthly salary
General manager	1	1	1	1	1	MYR 9,000.00
Business development manager	1	1	1	1	1	MYR 8,000.00
Human Resources	1	1	1	1	1	MYR 5,000.00
Nutritionist	1	1	1	1	1	MYR 5,000.00
Dietitian	1	1	1	1	1	MYR 5,000.00
Admin/ account manager	1	1	1	1	1	MYR 5,000.00
Graphic designer	1	2	3	4	5	MYR 4,500.00
Sales Manager	1	2	3	4	5	MYR 5,000.00
Chef	2	2	2	2	2	MYR 5,000.00
IT Executive	1	1	1	1	1	MYR 4,000.00
Driver	1	1	2	3	4	MYR 3,500.00
Warehouse manager	1	1	1	1	1	MYR 5,000.00
Interior Designer	1	1	2	3	4	MYR 4,500.00
Maintenance Manager	1	3	4	6	8	MYR 5,000.00
Event Manager	1	1	1	1	1	MYR 5,000.00
Account Executive	1	2	3	4	5	MYR 3,500.00
Kitchen Trainer	1	2	3	3	5	MYR 4,000.00
Sales coordinator	1	2	3	4	5	MYR 3,000.00
<b>Wages and Benefits</b>						
	2024	2025	2026	2027	2028	
General manager	MYR 108,000.00	MYR 108,000.00	MYR 108,000.00	MYR 108,000.00	MYR 108,000.00	
Business development manager	MYR 96,000.00	MYR 96,000.00	MYR 96,000.00	MYR 96,000.00	MYR 96,000.00	
Human Resources	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	
Nutritionist	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	
Dietitian	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	
Admin/ account manager	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	
Graphic designer	MYR 54,000.00	MYR 108,000.00	MYR 162,000.00	MYR 216,000.00	MYR 270,000.00	
Sales Manager	MYR 60,000.00	MYR 120,000.00	MYR 180,000.00	MYR 240,000.00	MYR 300,000.00	
Chef	MYR 120,000.00	MYR 120,000.00	MYR 120,000.00	MYR 120,000.00	MYR 120,000.00	
IT Executive	MYR 48,000.00	MYR 48,000.00	MYR 48,000.00	MYR 48,000.00	MYR 48,000.00	
Driver	MYR 42,000.00	MYR 42,000.00	MYR 84,000.00	MYR 126,000.00	MYR 168,000.00	
Warehouse manager	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	
Interior Designer	MYR 54,000.00	MYR 54,000.00	MYR 108,000.00	MYR 162,000.00	MYR 216,000.00	
Maintenance Manager	MYR 60,000.00	MYR 180,000.00	MYR 240,000.00	MYR 360,000.00	MYR 480,000.00	
Event Manager	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	MYR 60,000.00	
Account Executive	MYR 42,000.00	MYR 84,000.00	MYR 126,000.00	MYR 168,000.00	MYR 210,000.00	
Kitchen Trainer	MYR 48,000.00	MYR 96,000.00	MYR 144,000.00	MYR 144,000.00	MYR 240,000.00	
Sales coordinator	MYR 36,000.00	MYR 72,000.00	MYR 108,000.00	MYR 144,000.00	MYR 180,000.00	
<b>Total</b>	<b>MYR 1,092,000.00</b>	<b>MYR 1,416,000.00</b>	<b>MYR 1,776,000.00</b>	<b>MYR 2,148,000.00</b>	<b>MYR 2,616,000.00</b>	