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BACKGROUND OF BUSINESS

A. Who are we

We are engaged in food and beverages.

B. What do we do

We operate a food and beverage (F&B) business specializing in Malay-style noodle soup dishes such as mee, bihun, kuey teow etc. Our business operates from 12:00PM to 7:00PM, with Sundays as our weekly off day. On weekdays, we focus on walk-in customers at our stall. During weekends, especially Saturdays, we actively participate in events, festivals, and special occasions (focus more in Penang and Kedah), where our staff manage the stall operations. This allows us to expand our market reach and increase brand visibility. We promote our business mainly through social media platforms such as TikTok and Facebook to attract customers and increase engagement. We offer both walk-in and takeaway options. For delivery, customers typically arrange their own riders. Payment methods include QR payment and cash, with approximately 70% of transactions made in cash. Currently, the business is operating on a small scale, with strong customer response and growing demand.

C. When did we start our business operations

We registered and started our business in January 2022.

D. Where we are operating our business in

We are operating our stall business in Butterworth, Pulau Pinang. Moving forward will move to Kuala Bekah once the stall is ready expected by end of this year.

E. How much have we invested into the business to-date

We have invested more than RM80K into our business.

F. No. of Outlets/Branches we have now (if any)

NIL

G. Our Financial Summary

Year	Turnover	Total Expenses	Profit / (Losses)
2025	RM220,000.00	RM176,000.00	RM44,000.00
2026 (up-to-date)	RM68,000.00	RM54,400.00	RM13,600.00

H. Experience of our Key Management Team

The owner has been 6 years of experience in the F&B industry, particularly in preparing and serving Malay cuisine. This experience allows us to maintain consistent food quality, efficient operations, and strong customer satisfaction.

I. Staffing – Staff Strength

Owner - 1

Staff – 2

J. How we intend to use and repay the funds

The fund we are applying from Fundaztic will be used as a working capital to support our business expansion. The funds will be used to support and strengthen our current operations, including working capital for daily expenses such as staff wages, raw materials, and stall operations. In addition, the funding will be used to upgrade our business from a stall setup to a physical shop. This upgrade will allow us to improve our operational efficiency, provide a more comfortable dining environment for customers, and increase our production capacity. We are planning to open the new shop by last quarter of this year. This expansion is expected to significantly boost our sales and brand presence in the market.

We believe that by consistently offering honest services, we will be able to develop long-term relationships with our clients. We assure you that our main focus will be the quality of our service and make sure that customers get the best service from us. Hence, we are confident to serve our monthly instalment promptly and fully settle on time.

K. Other supporting information about our company