



DELIVERY GHOST KITCHEN BRAND PARTNERSHIP PROGRAM (DGK-BP2)

BRAND NEW BUSINESS MODEL



DGK's CENTRAL KITCHEN BUSINESS - OUR LEARNING CURVE

- As a central kitchen, sales were limited by location
- (10 km radius limitation)
- Expansion limited by capital & overhead constraints
- Limited marketing capacity and choice of menus
- Have excess capacity to do more





DGK'S BRAND PARTNERSHIP PROGRAM BUSINESS MODEL - REPLICATING INNOVATIONS DONE IN OTHER INDUSTRIES



- OYO
- AIR BNB
- AGODA
- TRIVAGO
- TRIP ADVISOR



OUR STRENGTH



Experience

Experience in Running a Central Kitchen & Food Delivery Business



Delivery Platform

Have Our Own Online Ordering Platform



Menus and Recipe

Expertise in Certain Special Menus: Korean, Healthy, Sarawak Cuisine and Other Local Foods



Network

Connected to More Than 300 Restaurant Owners & Delivery Platforms





WHAT WE WANT TO SOLVE

HELPING EACH OTHER TO GROWING
STRONGER TOGETHER



**Increase the
Sale of Brand
Partner
Restaurants**

- To increase capacity of orders from food deliveries
- Add more variety of menus
- More aggressive in marketing and branding

BENEFITS OF NEW BUSINESS MODEL TO DGK

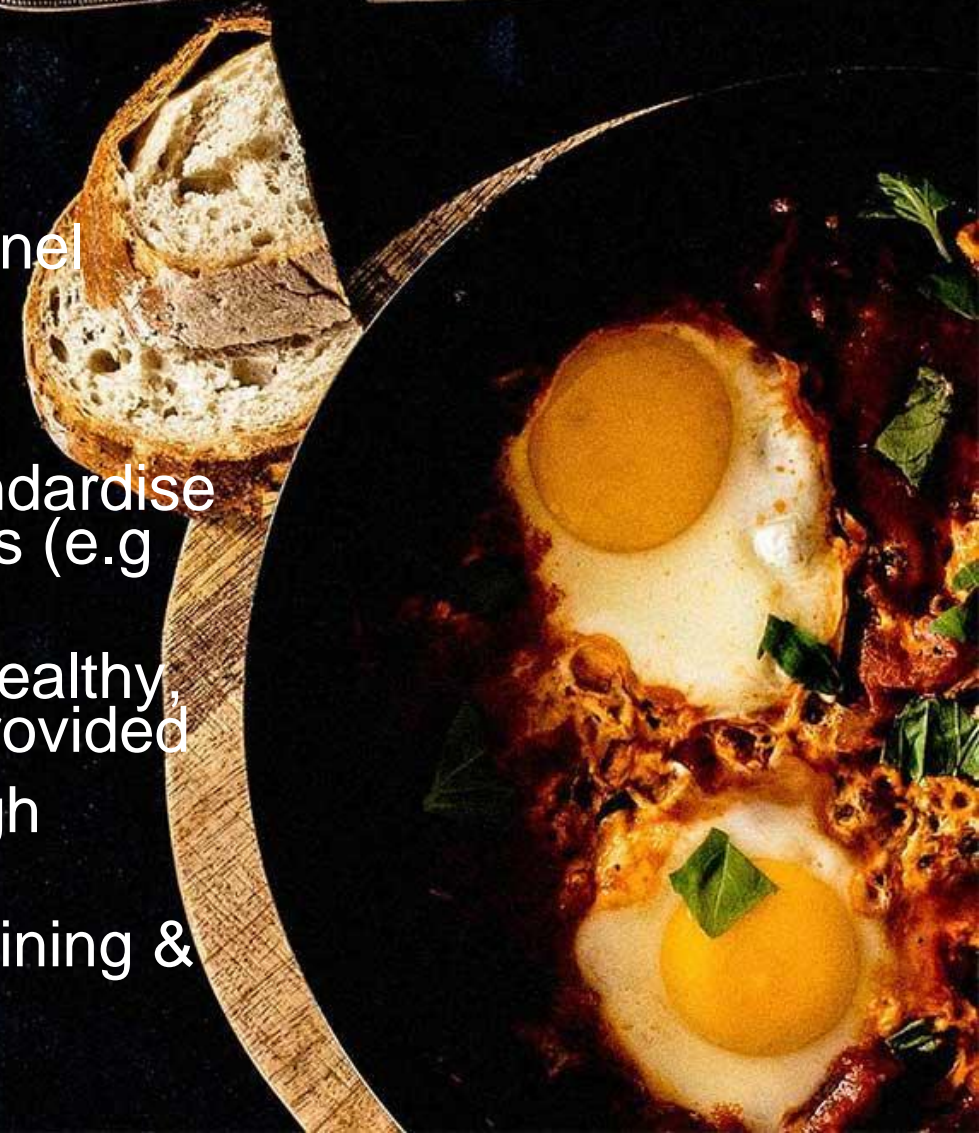
- Expand the DGK brand without having to stretch our own capital
- Able to leverage on existing network of more than 300 restaurants and brands
- Enhance existing sales channels
- Reduce overheads
- Strengthen brand awareness





BENEFITS OF NEW BUSINESS MODEL TO PARTNER BRANDS

- Build partners' brand equity
- Expand their market by enhancing their sales channel
- Increase in overall sales
- Strengthen customer loyalty and database
- DGK will provide financial assistance and also standardise DGK's physical branding at all partner brand outlets (e.g signboard, menu & menu board)
- DGK will also add in its own menus (e.g Korean, Healthy, Sarawak etc). Constant trainings & SOPs will be provided
- Customers can order food of brand partners through DGK's online platform
- To be given opportunity to participate in various training & coaching programs





USP

Foods from variety of
restaurants in one
kitchen **01**

Bring your desired food
closer to you **02**

Loyalty Program (Reward
points) **03**

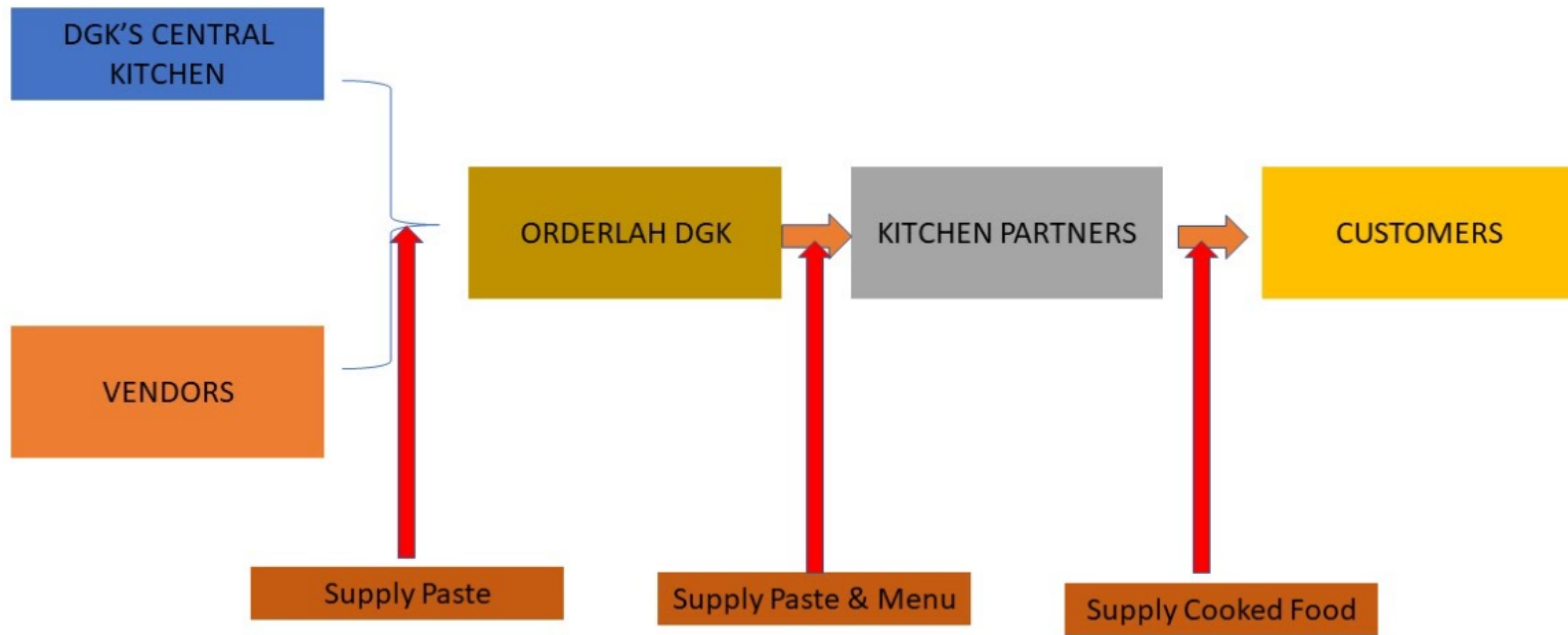
Subscription-based **04**



PROCESS FLOW



THE FLOW



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TERMS

- Partner Brands are bonded to a one-year contract
- DGK will evaluate & select 5 menus from each Partner Brand
- DGK will train Partner Brands with 5 of DGK's own menus

TARGETED NUMBER OF PARTNER BRANDS

1st
Year
30

2nd
Year
100

3rd
Year
200

4th
Year
300

5th
Year
400

FUND UTILISATION



No	Particulars	Total RM
1	New Online Ordering Platform with Enhanced Features <ul style="list-style-type: none">- Website- Mobile App	160,000.00
2	New Equipment for Central Kitchen <ul style="list-style-type: none">- Freezer- Chiller- Vacuum Pack Machine- TDS Machine	60,000.00
3	Brand Partner Restaurants' New Concept and Branding RM 3000 X 30 restaurants	90,000.00
4	Marketing <ul style="list-style-type: none">- Facebook Ads- Billboard- Celebrity Review(s)	60,000.00
5	Operational Expenses	60,000.00
TOTAL		430,000.00



PROJECTED REVENUE STREAM (10 PARTNERS)

Projected Monthly Sales in Malaysian Ringgit (Based On 10 Partners)

No	Revenue	DGK's Net Margin	Sale Per Restaurant	Total Sales (10 Restaurants)	Total Cost	Net Income to DGK
1	Sales from Partners' Restaurant Menus	15%	7,800	78,000	66,300	11,700
2	Sales from DGK Menus	25%	13,000	130,000	97,500	32,500
3	Sales of DGK's Paste	20%	3,900	39,000	31,200	7,800
4	Box & Cutleries	5%	500	5,000	4,750	250
5	Commission from Dine-in Customer Bookings	15%	1,000	10,000	8,500	1,500
TOTAL				262,000	208,250	53,750

5-YEAR FINANCIAL PROJECTION



Figures in MYR	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	1,935,000	6,450,000	12,900,000	19,353,600	25,800,000
(Less) Cost of Goods Sold	1,528,650	5,095,500	10,191,000	15,289,344	20,382,000
Gross Profit	406,350	1,354,500	2,709,000	4,064,256	5,418,000
(Less) Salaries (3%)	58,050	193,500	387,000	580,608	774,000
(Less) Central Kitchen Rental (6%)	120,000	180,000	240,000	360,000	480,000
(Less) Utilities (2%)	36,000	72,000	96,000	144,000	180,000
(Less) Transportation (1%)	19,350	64,500	129,000	193,536	258,000
(Less) Marketing (5%)	96,750	322,500	645,000	967,680	1,290,000
EBITDA (Profit Before Tax)	76,200	522,000	1,212,000	1,818,432	2,436,000



INVESTMENT OFFER

	Minimum Target	Maximum Target
Target Amount	RM 200,000	RM 430,000
Type of Shares to be Issued	Ordinary A'di Shares (Without Purchase Back Undertaking)	
Pre-Money Valuation	RM 1,400,000	
No. of Existing Share(s) Before Fundraising Exercise	100,000	
Price Per Share For ECF Exercise	RM 14	
No. of New Shares to be Issued	14,286	30,714
Post-Money Valuation	RM 1,600,000	RM 1,830,000
Equity Offered	12.50%	23.50%

INVESTMENT OFFER (CONT.)

	Minimum Target	Maximum Target
Minimum Investment Target Amount	RM 1,400	
Target Purchase Back Period	Not Applicable (Ordinary Shares)	
Target Purchase Back Price Premium	Not Applicable (Ordinary Shares)	
Target Dividends	Up to 12% per annum out of Net Profit for the year, based on investors' equity, subject to the corresponding Dividend Milestone	
Campaign Period	Up to 90 Days	



DIVIDEND MILESTONE

DGK targets to offer dividends of up to **12% per annum out of Net Profit for the year**, based on investors' equity, depending on whether DGK reaches its projected **Net Profit** based on its projected financials for the year.

In the event that DGK is not able to achieve the targeted milestone for the year, It shall still target to offer dividends for the year, but on a reduced proportionate basis instead based on the following:-

Milestone Achievement Range Based On Projected <u>Net Profit</u>	Total Targeted Dividend Payout to All Shareholders
80% to 100% or higher	Up to 12%
60% to 79.9%	Up to 10%
40% to 59.9%	Up to 8%
20% to 39.9%	Up to 6%

COMPETITOR ANALYSIS



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Have multiple platforms for deliveries• WhatsApp order slips (double order confirmations)• Demo shop for business owners• Customers can order through website without having to install applications• Higher coverage delivery radius which is more than 15km	<ul style="list-style-type: none">• No fixed delivery charges due to various types of delivery options.• No dine-in & reservations functions options yet• Only covers in Johor /Penang / KL• Application only in one language (English only)

COMPETITOR ANALYSIS



Hometaste

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> • 100 % home-cooked menu • High food quality as its food goes through three very strict processes before selling it: <ul style="list-style-type: none"> - Validation - Standardization - Commercialization • Flexible dinner subscription option • Openness in its home-cooked food recipes and encourages empowerment of homemaker homepreneurs • Free delivery between 5:30 pm until 8:30 pm 	<ul style="list-style-type: none"> • No fixed delivery charges due to various types of delivery options • Small delivery area (Klang Valley only) • Application only in one language (English only)

COMPETITOR ANALYSIS



STRENGTH

- No additives such as preservatives and MSGs used in its food
- Product has zero antibiotics or hormones
- Everyday delivery
- Wide delivery area which covers Kuala Lumpur, Selangor, Penang, Seremban, Melaka and Johor

WEAKNESS

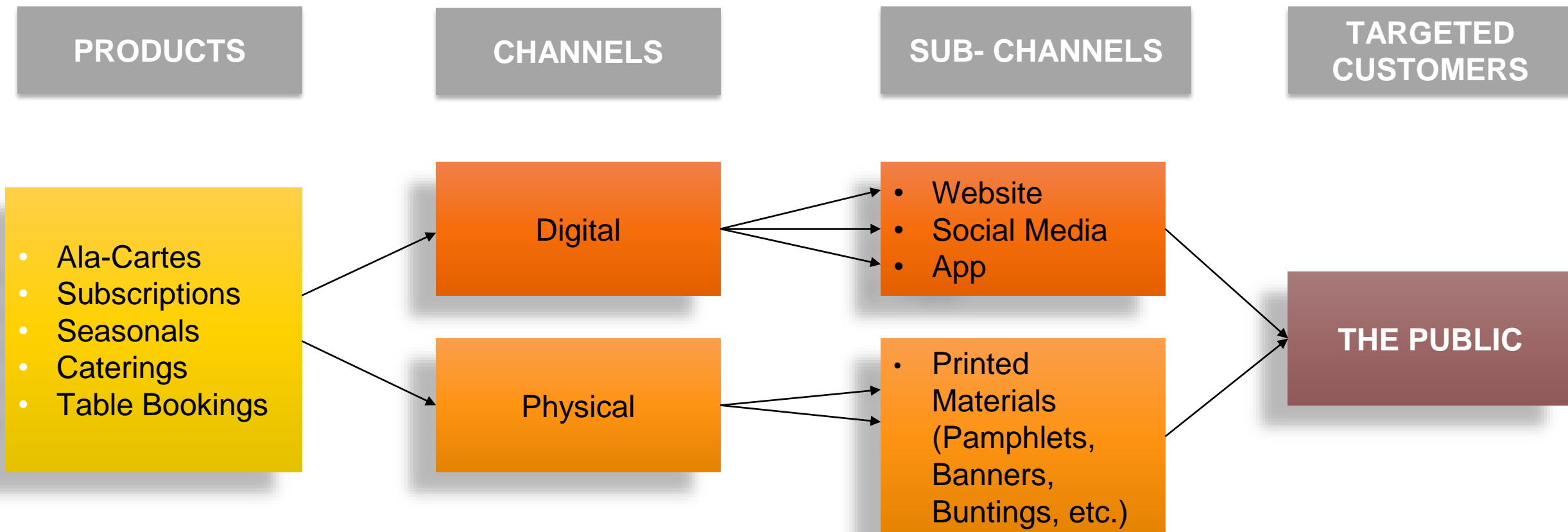
- Does not have any specific app to track orders
- Focuses on healthy food menus only

COMPETITOR ANALYSIS



STRENGTH	WEAKNESS
<ul style="list-style-type: none">• Healthy food options• Uses Share Code scheme to attract more customers• Various membership benefits• Food prepared by 5-Star Chef(s)• Customer-friendly (Platform is easy to use and make orders)• Various promotional strategies	<ul style="list-style-type: none">• Prices offered not affordable for everyone, especially for students• Less food delivery area coverage available compared to before• Reduced food menu options compared to before• Less active social media postings compared to before

OMNICHANNEL MARKETING STRATEGY



PLANNED CAMPAIGNS

No.	Name	Type	Duration	Strategies	Budget	Target	Medium
1	Eat and Win	Online Contest	1 Month	For every RM15 purchase, get a sticker from an outlet. Chance to win for every completed 10 stickers. 3 winners. Prize in cash or meal set.	FB & IG ads (RM20 x 20)	15km from outlet	FB and IG
2	Family Meal	Online Campaign	2 Weeks	Introduce a family related to the outlet type of combo (eg. nasi lemak set for breakfast, set nasi ulam for lunch or dinner)	FB & IG ads (RM20 x 10)	15km from outlet	FB and IG
3	Selfie & Menang	Online Contest	2 Weeks	Get best photo capture of customer with food from an outlet. Get 3 random winners. Prize suggestion (meal voucher worth of RM50/100 or hampers).	FB & IG ads (RM20 x 10)	Existing customers	WhatsApp blasts to existing customers, FB and IG
4	Banner	Offline	Continuous	Attractive banner for an outlet. Small banner for every selected covered areas by the outlet.	Cost for banners	15km++ from outlet	Offline
5	Rider Participation	Offline	Continuous	Rider box - with outlet's logo Striking rider's outfit Flyers to be handed out to shops surrounding covered areas. Flyers can also be put inside packed orders.	Cost for box cover, rider's outfit and flyers	15km++ from outlet	Offline
6	Live Giveaways	Online	Continuous	Weekly giveaways. Get owner or shop representative to engage with customers through live sessions. Prize could be meal from shop worth RM30 or top ups.	Prize cost	Live audience	FB, IG and TikTok
7	Vouchers	Offline	Continuous	RM5 off vouchers - 10 units monthly to customers to encourage existing customers to repeat order. RM10 vouchers for new customers, order capped at minimum RM30 in single receipt.	Cost of vouchers handed out	15km from outlet	Offline

ORDER  *Lah*



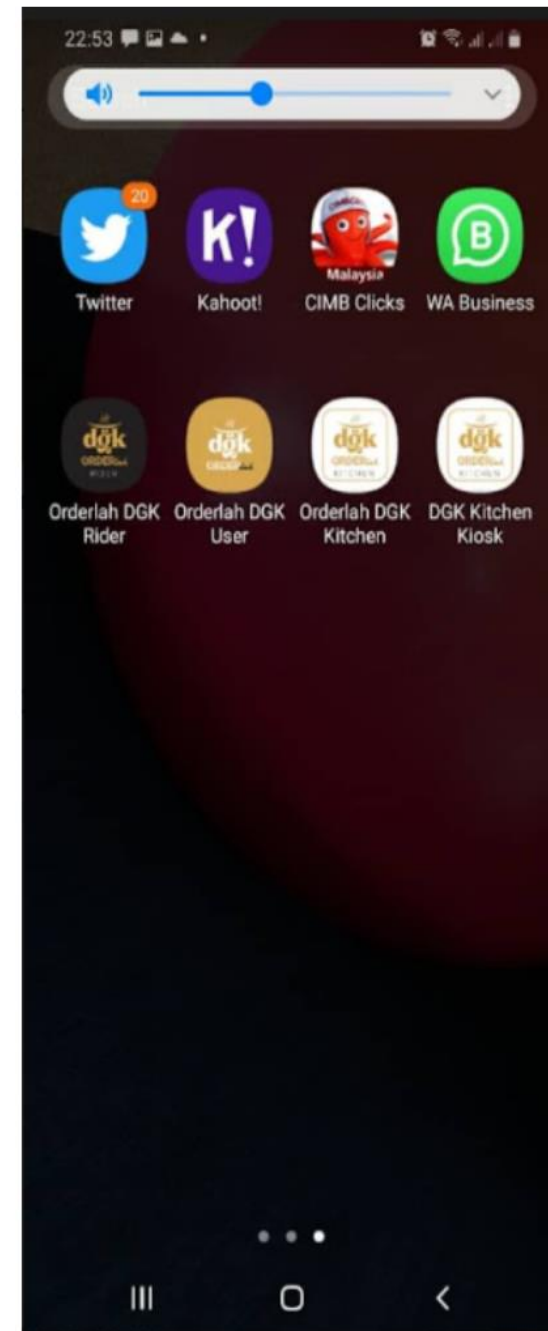
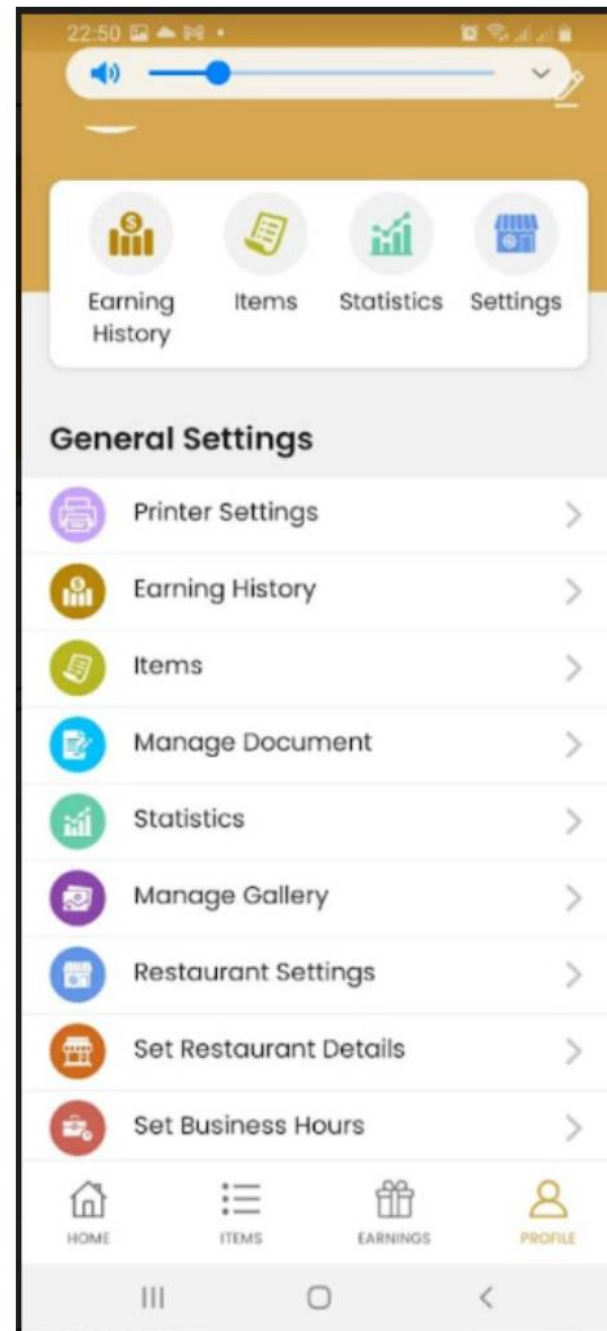
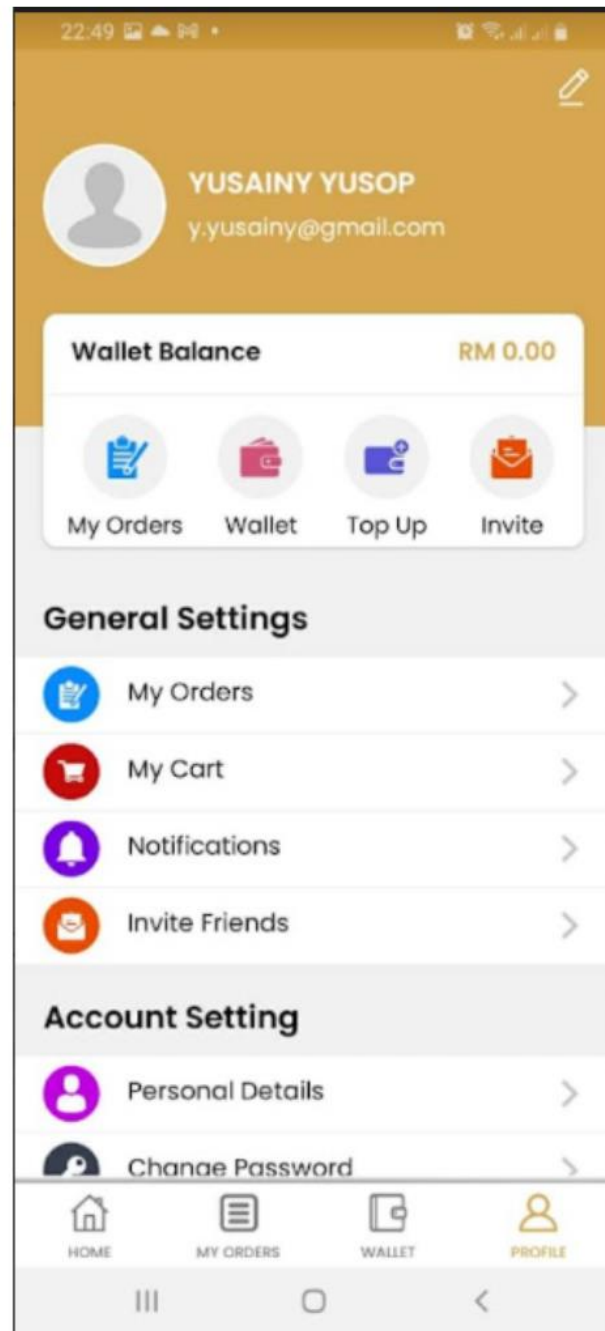
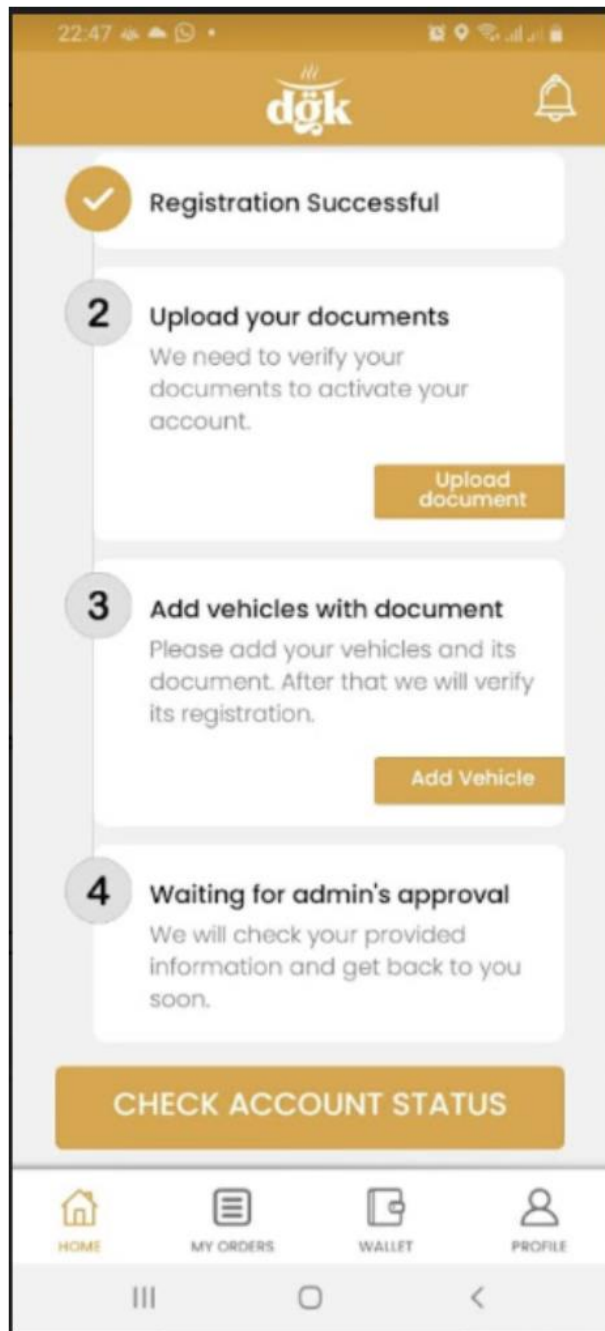
ORDER lah [☺]dōk

ORDER lah



orderlahdgk.com

ORDER lah



Dashboard

Server Requirements

[View All](#)

Server Settings

✓ Running

Server Ports

✓ Running

PHP ini Settings

✓ Running

PHP Modules

✓ Running

MySQL Settings

✓ Running

MySQL Suggestions

⚠ View

System Settings

✓ Correct

System Cron Jobs

⚠ Failed

Folder Permissions

✓ Correct

Things to do on Server

[View](#)

Note: Please contact technical team if you have any questions/queries.

Dashboard

Admin

Restaurant

Delivery Provider

User

Delivery Provider Vehicles

Vehicle Type

Restaurant Items

Restaurant Orders

Create order

Manage Restaurant Categories

<input type="checkbox"/>	Restaurant Name ↕	Email ↕	Item Categories	Mobile	Registration Date	View/Edit Documents	Status ↕	Action
<input type="checkbox"/>	DGK KD	parasite_jeans@hotmail.com	1	(+60) 1132243350	30th August, 2021 02:21 pm			
<input type="checkbox"/>	Dgk Test	y.yusainy@gmail.com	0	(+60) 167716441	29th August, 2021 08:57 pm			
<input type="checkbox"/>	Teta store	test@gmail.com	0	(+35818) 212121211	26th August, 2021 07:30 pm			
<input type="checkbox"/>	Kitchen	kitchen@gmsil.com	0	(+60) 129050079	26th August, 2021 02:02 pm			
<input type="checkbox"/>	FoOd ShOp 2	food2@yopmail.com	6	(+60) 3131	25th August, 2021 12:37 pm			
<input type="checkbox"/>	Food Shop	food@yopmail.com	6	(+91) 3161	24th August, 2021 01:06 pm			



- Dashboard
- Admin
- Restaurant
- Delivery Provider
- User
- Delivery Provider Vehicles**
- Vehicle Type
- Restaurant Items
- Restaurant Orders
- Create order
- Manage Restaurant

Delivery Provider Vehicles

Search:

Select Action

<input type="checkbox"/>	Vehicles ↕	Delivery Provider ↕	View/Edit Document(s)	Status ↕	Action
<input type="checkbox"/>	Honda Cbr600rr/ Supersport	dd dod			
<input type="checkbox"/>	Kawasaki Ex305	john cale			
<input type="checkbox"/>	Ac Mccoy Manufacturing, Llc	cp test			
<input type="checkbox"/>	American Ironhorse American Ironhorse Llc	Kane Williamson			
<input type="checkbox"/>	Autocar K Medium	Mike Wheeler			
<input type="checkbox"/>	American Ironhorse American Ironhorse Llc	Darshil Joshi			
<input type="checkbox"/>	Ac Otx	Maxx Whyte			

- Dashboard
- Admin
- Restaurant
- Delivery Provider
- User
- Delivery Provider Vehicles
- Vehicle Type
- Restaurant Items
- Restaurant Orders
- Create order
- Manage Restaurant Categories

Store Categories

Search:

Category Image	Category Name ↕	Display Order ↕	Status ↕	Action
	List All Restaurants	6		
	Offers	5		
	Newly Open	6		
	Popular Restaurants	3		
	Featured Restaurants	2		
	Hot Sellers	1		

THANK YOU

