

by NG MEI QING & SOH JIA MIN

GOLDEN BITESS



ABOUT US

The Story of Golden Bites

Golden Bites is a on-trend snack brand that revitalized Korea cheese corndogs. We combine local tastes with international flavors and implement only high quality halal-certified ingredients and make delicious, easy-to-eat snack.

Are you a student, a working person, or just a food lover, Golden Bites provides a bite to go and a bit of fun time the moment you feel like having it: any time and everywhere.



Vision

To become the global No.1 brand in the ready-to-eat breakfast food segment by offering authentic, high-quality Korean street food through innovation and convenience.

Mission

Golden Bitess aims to deliver mouthwatering Korean cheese corndogs using top-tier ingredients and modern food processing technology. Through e-commerce and retail, we seek to serve global consumers while ensuring customer satisfaction, sustainability, and memorable taste.

Our Business Objectives

-  New product development and good service will result in growing customer base by 25% a year.
-  Attain a net income that is more than 10% of the total sales in Year 3.
-  Develop scalable growth by partnering, kiosk, food carts, and franchising.
-  Generate brand awareness in Central Region in Malaysia and aim to achieve post-tax profit of RM10,000 within 3 years.

Our Product: Corndogs

Golden Bites offers a selection of premium corndogs with various irresistible flavors

MENU

CLASSIC HOTDOG

CLASSIC CHEESE

KOREAN CHEESE

SPICY VEGAN

VEGETARIAN

SEASONAL – OPERA

TRUFFLE SPECIAL



Product Highlights

1. Quick to prepare (microwave or air fryer)
2. Vacuum-sealed for freshness and hygiene
3. Halal, inclusive, and diet-friendly.
4. Perfect as snacks, party food, travel food, or on-the-go bites

Customer Pain Points & Our Solution



The snack market does not have healthy, delicious, and reliable foods. The customers have little to choose, flavor fatigue as well as untrustworthy brands.



- Various Tastes: Natural Vegan options, hot, classic and seasonal.
- Ingredients: Well sourced Halal diet ingredients.
- Easy Packaging: Does not take much space to carry around or store since it has a long shelf life.
- Good Brand Presence: Friendly interaction, the member benefits, and the loyalty reward create trust.

Competitive Advantage: Our unique offering in a market niche is the mixture of healthy food, thrilling tastes, and credible brand experience. This appeals to health-conscious consumers who want to consume easy but tasty snacks

Why Customers Choose Us

Golden Bitess has done very well in coming up with a good positioning statement through offering what is important to the modern customers in terms of their concerns and desires. First of all our product is highly convenient favourable and conducive because it can be heated within a short time and eaten anywhere at any time without any problem to people with busy lifestyles or those who lead an active life. Moreover, an interesting taste profile of our corndogs (crispy skin, filled with a rich, cheesy flavor) gives the viewer a pleasant snacking experience that satisfies the needs of a wide palate. To offer a wide range of ****flavour varieties****, the company can offer vegan-friendly foods, known as Golden Bitess, to cover all possible market groups and make all customers satisfied with the choice.

Hygiene and safety of the products shall also be given priority and every corndog will be vacuum-sealed to assure their freshness, cleanliness, and longer shelf life. Such quality controls help in boosting consumer confidence especially in the health-sensitive and metropolitan markets. Finally, our corndogs are really beautiful, which is why they may be easily shared (particularly on social networks). Such visual and visceral attraction promotes word of mouth marketing and spontaneous brand awareness, which makes Golden Bitess more and more popular on the market and distinguishable.

Survey Insights

- **Better Taste Perception:** According to a sizable 95% of respondents who participated in the survey, they perceived that the taste of the Golden Bites beat out on other competing snacks as far as better taste perception is concerned; hence there is strong competitive advantage based on better taste perception.
- **High Satisfaction with Product Attributes:** More than 90% of respondents were satisfied with freshness of the product as well as the variety of flavors offered proving that they have been successful in managing the expectations of the consumers on product quality and range of assortment.
- **Analysis of Most Popular Flavors:** It was evident during the survey that new flavors such as Korean Cheese, Truffle Special, and Spicy Vegan were the most popular and did well as far as crucial evidence on future products development and strategic resource allocation are concerned.
- **The most common purchasing Channels:** Shopee, TikTok, and Instagram became the most preferred places of purchasing the Golden Bites to be aware of future marketing plans, as well as investment in these most accessed platforms.

Customer Personas

Such understanding of the lifestyles, consumption patterns and values of the various consumer segments makes Golden Bites focus on the masses. Pei Xuan is example of one such personas as a university student belonging to young inexperienced demographic looking to gain experience. She is even keen on interested in new and tasty snack products especially when she is engaged in leisure activities like movie watching. Pei Xuan likes portability and convenience of the Golden Bites corndogs, and points out that they are convenient to carry and eat. Her likes are in line with the needs of snack food, which are convenient in the changing schedules of young shoppers, who are more concerned with taste and convenience.

The other central personality is Adam, time-strapped reseller with needs of working professionals in the area of fast-paced multitasking. Adam wants to find snacks that are convenient to eat, hygienic to use and energy giving in his daily day activities. In the case of people such as Adam, the Golden Bites provides an effective snack solution, which incorporates taste and convenience without undermining the work rhythm drastically, which is close to the needs of an effective solution that busy businessmen and field workers demand.

Finally, the character of Josephine, a health-seeking executive, would be a part of the segment that finds importance in a lack of secrecy in foods and thoughtful eating. She base her food choices on health, ingredient awareness and proportions. Josephine likes Golden Bites because the labeling on its product is clean, the sugar is low, and people talk of it as clean indulgence. This character helps to emphasize the significance of the targeting audience of the people who expect responsible hedonism taking into consideration the health aspects of the consumers but promising the preservation of pleasant good taste and good quality.

As a combination, these personas demonstrate how Golden Bites can fulfil the demand of different market segments by offering a product with specific features, thereby supporting our customer-oriented value proposition.

Competitive Advantage

Feature	Golden Bites	Other Brands
Flavors	✓ Innovative & Seasonal	✗ Common flavors only
Ingredients	✓ Halal, health-conscious	✗ Often unclear
Packaging	✓ Vacuum-sealed, long shelf life	✗ Basic packaging
Channels	✓ Online & Offline	✗ Limited to physical
Customer Care	✓ Loyalty program & active support	✗ Poor engagement

Golden Bites takes an unoccupied niche in the competitive world, which is characterized by a number of strengths. Firstly, the brand provides new and seasonal taste profiles, which sharply differ with the use of the common ones by the competitors. Secondly, it has a dedication to healthy and Halal ingredients and clear sourcing, which provides a rising demand amongst consumers to have an ethical and healthy product. Thirdly, there is the aspect of vacuum-sealed packaging which guarantees optimum product freshness and longer shelf life. Lastly, multi-channel approach (on and offline) and an effective customer loyalty program help Golden Bites to stand out due to increased availability and customer engagement. All these benefits create a sound competitive base.

Sales Channels & Promotion Strategy

Golden Bites provides a full-scale of accessible channels of sales in order to make sure that our Korean cheese corndogs get to the customer wherever he/she can be. Our products can also be bought offline at high-traffic retail stalls and kiosks around the shopping malls, campuses and event facilities where convenient purchase is a reality. We also affiliate ourselves with some of the chosen supermarkets where our products are available in their shelves in an effort to reach the other group as families and working adults come to shop during their normal buying procedures. We also engage in pop-ups in the community and weekend markets to establish strong contact within the community, test brand awareness, and provide an incentive through sampling to trial.

To be accessed online, our corndogs are being sold on leading online retailer websites, such as Shopee and Lazada that ensure effortless delivery and those attractive deals and offers that are attractive to users who are savvy consumers with online access. We also have our very own original and authorized Golden Bites web site at which customers can find all of our products and make purchases directly and we have specials and customer rewards, and subscriptions.

Golden Bites pursues a mixed approach to promotion by using both digital content and direct contact with the customers. We use the potential of social media networks like Instagram and TikTok by uploading interesting and innovative material, showing how our dishes are made, revealing our new products, and demonstrating the currently popular food challenges. We work with the local influencers and establish trust towards the audience and access larger audiences through the authenticity of their personal outreach. At the field level, we also have free sampling offerings at our various events and stores promotion to involve more customers into the unique tastes. We do this by using the points reward scheme where repeat customers are rewarded to instill the idea of customer loyalty. These special services also include special offers of snack bundles to students aimed at convenience and low prices. And finally, we introduce season discounts and short-term flavors during holiday seasons to make the brand fresh every time of year.

Business Model Summary (BMC)

The business model used by Golden Bites is aimed at becoming sustainable and growing within a service industry. The strategic market segment helps target the market allocation to include those who are students, professionals, and food enthusiasts, with each market being handled in various ways with marketing and product offers. The value proposition lies in the quality of high-quality and halal certified corndogs that focus on either better taste or easy consumption. It does so by using a multi-channel distribution plan, which includes e-commerce, retailer partnerships, and focused social media interaction.

The most important element is customer relationship management (CRM) using a loyalty program and a strong feedback mechanism to develop ongoing improvement and retention of customers. There are multiple sources of revenue such as direct sales, subscription plans, and bundling of products and it provides a strong financial base. The important resources that can facilitate this model are advanced food technology, well-established logistics, and customer care team.

In the success of the model, some of the main activities that help it are persistent R&D, strategic marketing and consistent product innovation. Strategic networking with local suppliers, event orchestrators and online authorities further increase brand exposure and market penetration. This flexible and integrated business concept would enable Golden Bites to achieve a long-term success and market leadership.

Conclusion & Call to Action

Thank You for Reading!

Golden Bites is more than a snack — it's a moment of flavor, joy, and connection. We're ready to bring happiness in every bite to every corner of the world.

➡️ Order now or contact us for collaboration:

Shopee: @GoldenBitesMY

Instagram: @golden.bites

WhatsApp Preorder: 011-XXXXXXX

💬 Free samples & loyalty rewards await!



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