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1.0 Introduction We are pleased to present our proposal to be the sole supplier of the self-ordering kiosk system to all Taco Bell branches throughout Malaysia in your prestigious franchise. We heard about your recent expansion plans and would like to implement a self-ordering kiosk system from a mutual business partner named Lisa Teng Eng Hou, Associate Consultant for Taco Bell Berhad. We are a company specialising in the POS(Point of Sales) Kiosk system for FNB within Malaysia, we are also able to develop the software systems for the Kiosk. We have been established for 16 years and are one of the largest self-ordering kiosk system providers for other fast food chains such as McDonald's and Kentucky Fried Chicken (KFC). We are well known for providing high-quality products for an affordable price for our customers. We have attached our plan, schedule, project duration, budget considerations, and the authorisation process in this proposal. 2.0 Background and Purpose Recognizing Taco Bell's ambition to expand amidst the surging demand for fast food in Malaysia, our proposal centres on the critical need to elevate customer service and operational efficiency. Understanding your concerns, particularly regarding costs, we bring a unique advantage through strategic partnerships in the hardware kiosk business, ensuring a cost-effective solution. Additionally, the widespread adoption of self-ordering Kiosk systems in other fast-food chains underscores the industry's acceptance and potential for operational enhancement. Emphasising adaptability, our system aligns seamlessly with Taco Bell's brand image and customer profile, alleviating concerns about compatibility. Furthermore, our commitment to comprehensive support and maintenance guarantees a smooth transition without disruptions. The primary purpose of this proposal is to introduce a tailored self-ordering Kiosk system, designed to enhance customer satisfaction and operational efficiency while remaining cost-effective for Taco Bell. Anticipated benefits include improved customer flow, reduced waiting times, and lowered operational costs due to our competitive pricing. The modernised service approach is expected to boost sales and establish a strengthened brand image, effectively addressing concerns and aligning with industry trends. Furthermore, our system's potential to reduce staffing needs offers an added advantage by decreasing training costs and enabling staff redeployment to more human-centric tasks, fostering a more efficient and productive work environment. 3.0

Plan In this section, we will outline our comprehensive plan to address Taco Bell's imperative need for enhanced customer service and operational efficiency through the strategic implementation of our self-ordering Kiosk system. Additionally, we will incorporate a Contingency Plan to address unexpected expenses or miscellaneous items that may arise during the course of the project.

3.1 Self-Ordering Kiosk System Implementation

To address Taco Bell's imperative need for enhanced customer service and operational efficiency, our plan begins with the phased implementation of our self-ordering Kiosk system. Drawing on 16 years of POS Kiosk expertise, our approach involves assessing each Taco Bell branch's layout and strategically placing kiosks to optimise order processing and reduce waiting times. This ensures a seamless integration process with minimal disruption to daily operations, contributing to a heightened customer experience. The streamlined order processing and reduced waiting times translate into enhanced customer satisfaction.

3.2 Customization and Brand Integration

In recognizing the vital importance of aligning our self-ordering Kiosk system with Taco Bell's brand image and customer profile, we place a strong emphasis on customization. Through collaborative discussions with Taco Bell's branding team, we are dedicated to tailoring the interface to mirror the brand's distinctive aesthetics and messaging. This commitment ensures a seamless integration of the system, contributing to a consistent and reinforced brand image. The customised approach not only fosters brand consistency and recognition but also plays a pivotal role in enhancing the overall customer experience at Taco Bell.

3.3 Staff Training and Support

In addressing potential staffing concerns, our strategy encompasses thorough training and support during the transition to the self-ordering Kiosk system. Our team will facilitate hands-on training sessions for Taco Bell staff, aiming to acquaint them with the intricacies of the self-ordering Kiosk system. Significantly, we underscore the importance of maintaining a human touch in customer service, ensuring a positive and personalised experience for patrons. The training modules are tailored to empower staff, enabling them to confidently handle more intricate, customer-centric responsibilities. This not only maximises their productivity but also contributes to a seamless fusion of technology and human interaction, aligning with our commitment to elevate both operational efficiency and customer satisfaction at Taco Bell.

3.4 Monitoring and Continuous Improvement

Post-implementation, our commitment extends to monitoring the performance of the self-ordering Kiosk system, backed by a robust 3-year warranty. Regular assessments will be conducted to analyse customer feedback, system efficiency, and any emerging challenges, ensuring the system's longevity and reliability. This ongoing evaluation will enable us to make necessary adjustments, implement updates, and ensure the sustained success of the system throughout the warranty period. The adaptive efficiency resulting from ongoing monitoring allows for continuous improvement, ensuring the system remains aligned with evolving customer needs and technological advancements. Overall, our plan not only enhances operational efficiency but also provides long-term assurance and addresses potential concerns, contributing to a positive and successful integration of the self-ordering Kiosk system at Taco Bell.

3.5 Contingency Plan

Recognizing the inherent unpredictability associated with project implementations, a meticulous Contingency Plan has been methodically integrated into our operational framework. This strategic initiative is designed to adeptly manage unforeseen expenditures or incidental challenges that may manifest during the implementation of the self-ordering Kiosk system at Taco Bell. A dedicated financial reserve has been earmarked, poised to facilitate expeditious and effective responses to any unanticipated challenges that may arise. This proactive posture not only fortifies the resilience of the project but also underscores our unwavering commitment to ensuring a seamless and successful implementation for Taco Bell. Furthermore, the augmented financial allocation enhances our operational flexibility,

diminishing the likelihood of unanticipated circumstances impeding our progress and ensuring a judicious execution of the Kiosk system. 3.5 Schedule Site Assessment and Planning 15/01/2024 - 05/02/2024 Hardware Procurement and Setup 10/02/2024 - 05/03/2024 Customization and Brand Integration 10/03/2024 - 02/04/2024 Staff Training Sessions 05/04/2024 - 20/04/2024 Phased System Implementation 25/04/2024 - 15/05/2024

4.0 Staffing With a legacy spanning over a decade, our company stands as a pioneer in the design and implementation of cutting-edge Kiosk systems within diverse F&B industries. We take pride in our extensive experience, marked by successful collaborations with industry giants like McDonald's (MCD) and Kentucky Fried Chicken (KFC). Notably, our tailored systems consistently yield exceptional results. Recognizing our commitment to excellence, we have earned prestigious accolades, including The Turing Award of the Year in 2022. Our company's track record serves as a testament to our proficiency in delivering innovative solutions to the F&B sector, showcasing a proven history of successful implementations that underscores our capability to address the unique needs and challenges of our clients. This project will be led by Dr. Murray Lappe, a visionary leader with over 16 years of experience in the F&B industry. Dr. Lappe played a pivotal role in earning our team The Turing Award of the Year in 2022, showcasing his ability to drive innovation and excellence. Holding Certifications in CompTia, Dr. Lappe brings a heightened focus on system security to the kiosk project, ensuring robust and secure self-ordering. Dr. Murray Lappe will also be supported by a team of four highly skilled professionals, each contributing a wealth of knowledge and experience to the project. This diverse team is composed of hardware and software experts, guaranteeing a holistic and comprehensive approach to achieving the project's objectives. Their collective expertise ensures the successful implementation and integration of the self-ordering Kiosk system at Taco Bell.

5.0 Budget The breakdown of the costs for this project is as follows:

Cost Category	Items	Unit	Price per Unit	Subtotal
Hardware cost	Kiosk	30	RM 2250	RM 67,500
Site Planning & Customization Cost	Site Planning	1	RM 14,400	RM 14,400
Customization Cost	1	RM 36,000	RM 36,000	
Staff Training	Installation and Installation	1	RM 15,000	RM 15,000
Staff Training	1	RM 7,500	RM 7,500	
Delivery	15	RM 100	location per RM3,000	
Contingency	1	RM 20,000	RM 20,000	
Maintenance Cost	Maintenance	1	RM 20,000	RM 20,000
Total:				RM 183,400

7.0 Authorization We are confident that the all-inclusive software system we have in mind will live up to your expectations, especially in the sales department as well as addressing the issues on-staff work that requires manual labour. With a team of professionals committed to delivering exceptional results, we are expecting an upward trajectory of a 17% increase in revenue. We also offer after-sale services if you are keen to extend the duration of our expertise within your company. If the proposal is of interest, kindly sign the attached duplicate copy and revert it to us by Jan 8th 2024 so that we can proceed with the next stage of this development.