



BITE FAMILY

Sdn. Bhd.

COMPANY PROFILE

Gourmet Weight-Loss Solutions

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01

INTRODUCTION

A Glance Into Our Vision





ABOUT US

Bite Family is founded with one goal in mind. To **tackle** the **Cardiovascular Diseases, Diabetes, Cancer, Obesity & Poor Eating Habits Endemic** in **Malaysia** by working together with our clients & their doctors to provide them with nutrition that they need to get better.

OUR PHILOSOPHY

At our core:

- Transparency With Our Clients & Their Professionals
- Tailor-Made Experiences. Everybody's Different!
- Nutrition-Driven. Every Macro Nutrition Is Calculated.
- Never Frozen Meals. Fresh, Gourmet, Delicious, Easy
- Minimal Impact To Life Schedules. Just Microwave!

And above all else, we take pride in our food safety standards.



OUR KEY COMPONENTS



CONSULTATION

We begin by understanding our clients, their needs & their goals. Our clients are also consulted every 3 days for caloric adjustments.

COLLABORATION

A client with an ailment must provide us access to their healthcare provider. This is in the interest of safety of the client through any diet.

DELIVERY

All meals are delivered on the same day they are cooked. Meals are ready to eat, not-frozen and takes only a minute to reheat.

CULINARY

All ingredients are purchased fresh and are of high quality. Client allergies and restrictions are also taken into account!

Hippocrates

—

*"Let food be thy medicine,
thy medicine shall be thy
food."*

OUR HISTORY



2019

Experimentation On Low-Carb Breads Begins. Potential Is Then Found & Realised. R&D Is Then Started On Friends & Family



2020

As COVID-19 Strikes, Many Were Looking To Get In-Shape & Healthier During Malaysia's MCO. This Led To Us Developing Meal Plans & Selling Them Alongside Advisory On Health Goals.
Bite Family Sdn Bhd Is Founded On Oct 2020



2021 - 22

Large-Scale Research & Development Began In 2021 Leading To Our Current Business Model Of Consultation, Meal Preparations & Advisory. In 2022, We've Worked On Obesity, Diabetes, PCOS, Gout & Other Diseases



2023

BITE Family Sdn. Bhd. begins its push to provide the general public its services through multiple platforms and partnerships

02

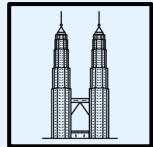
BITE FAMILY

Our Company

“Health, Muscles, Fitness,
Recovery, Rehabilitation,
Reversal of Diseases. It All
Begins Or Gets Enhanced In The
Kitchen”

—SOMEONE SOMEWHERE

OUR CURRENT & FUTURE LOCATIONS



Location 1

Malaysia, Tanah Air Ku.



Location 2

Jakarta. We are aiming to capture the Jakarta market by 2025.



Location 3

Perth, Australia. Our managing director is closely tied to Perth and is aiming for it by 2027



ANALYSIS

What Makes Us, Us & What Makes Us, For Everyone!

03

OUR PRODUCTS

BITE Plan

RM 65.00 /day. High Quality Ingredients With Consultation & Advisory

BITE-S Plan

RM 115.00 /day. Premium Ingredients With Consultation & Advisory

Consultation

RM 50.00 Per Session Or Free Every 3 Days With Meal Plans

Advisory

RM 50.00 Per Session.
Advisory For Keto-Diet
For Social Events &
Dining-Out

Ala-Carte

For Large Parties Or
Past-Clients Craving Our
Culinarian Delights

BEST SELLERS



BITE Lasagna

No-Carb. Better Than
The Real Thing!



BITE Steaks

Sous-Vide To Desired
Doneness. Only Needs
Searing To Complete!



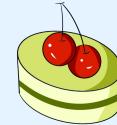
BITE Pizza

Guilt-Free Pizza That Is
Both Nutritious And
Filling



BITE Platters

Cold-Cuts, Cheeses,
Olives, Low-Carb
Biscuits, Sauces &
Keto-Fruits & More!



BITE Pastries

Pies, Desserts, Wraps &
More. All Low-Carb



BITE Cakes

Healthier & Tastier Cakes
That's Also Guilt-Free?
Easily With BITE Cakes

OUR STRENGTHS

Flexibility

Our commitment is to our clients. We currently have a 100% delivery rate even accounting for public holidays

Commitment

If a client's food is damaged in delivery, we will replace it for free with proof sent to us of the damaged packaging.

Servitude

BITE Family understands that without its clients, it's nothing. We strive to make our client's goals our very own.



OUR BEST SELLER!

LASAGNAS SHOULD
BE FOR EVERYONE!

A close-up photograph of a pizza with a variety of toppings, including sliced mushrooms, leafy greens like spinach or kale, and small pieces of meat or ham. The pizza is covered in melted cheese that has browned in some spots. Shredded white cheese, possibly parmesan, is scattered across the surface. The crust is visible at the edges.

OUR BEST SELLER!

PIZZA ISN'T JUST FOR THE HEALTHY!
IT'S FOR EVERYBODY!

OUR BEST SELLER!

PERFECTLY
DONE
EVERYTIME,
ANYTIME!



EMPOWERING EVERYONE

BITE FAMILY SDN BHD



BITE FAMILY SDN BHD

CONCLUSION

A Gauge So Far

04



OUR NUMBERS

>155KG

248

90%

LOST

—
10 Clients Separated Over
9 Months

RECIPES

—
Served From January 2022
to December 2022

SUCCESS

—
Rate. The Remainder 10%
Was Due To Societal
Commitments Of An
Ex-Client

YEAR ON YEAR GROWTH

5 Person
2021

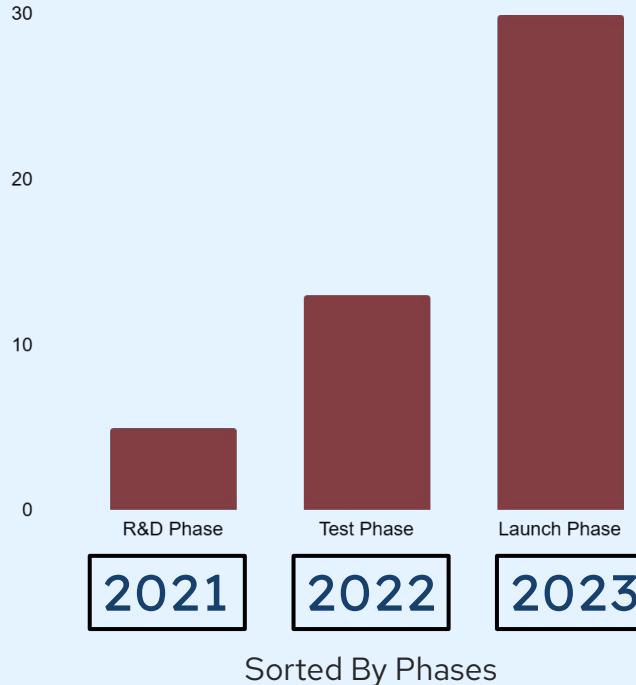
.....
5 Person On Meal-Plan
Experimentation With
Bread Sales On The Side
(At-Cost For QC and R&D)



13 Person
2022

.....
At RM 65.00/day. Not
Continuously For 12
Months. This Number Is
From Word Of Mouth With
No Marketing Done At All.

OUR GROWTH



5 Clients

2021

No Marketing. Initial R&D and Stress Test. Most Sales Were Ala-Carte And Not Plans

13 Clients

2022

Word-Of-Mouth Campaign Launched. Most Sales Were Plans

30 Clients
(TARGET)

2023

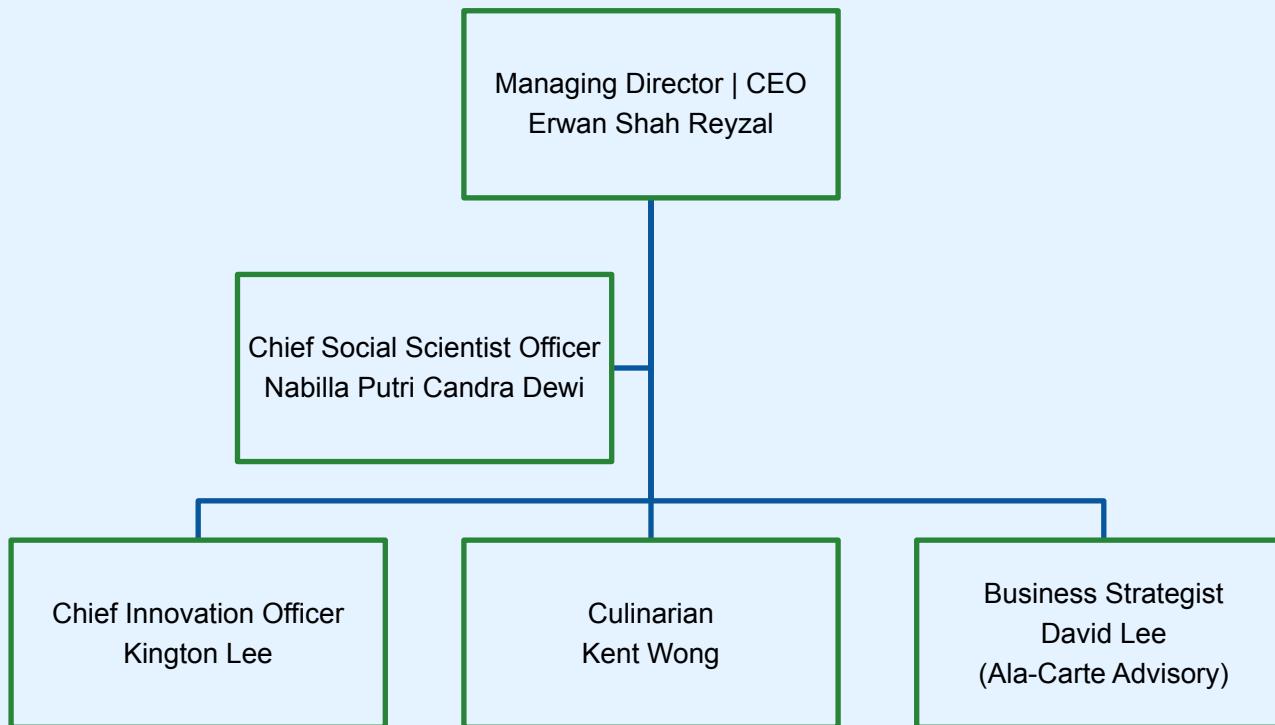
General Public Campaign Begins On Jan 28th 2023. 30 Clients Is Company Target

BUSINESS VIEWS

Additional Insights

05

ORGANISATION CHART



FUTURE PROJECTS

(Highest-Priority)

	2023 Scaling Up	2023 Seasonal Recipes	2024 Diversification
STEP 1	Acquire New Location For Kitchen, Consultation, Tests, Social Media & Media	Utilise The Many Holidays Of Malaysia & Create Recipes For Seasonal Dieters	Acknowledge That Beauty Is Weight, Health, Fitness & Overall Well-Being
STEP 2	Simultaneous Social Media Launch On Multiple Sales Platform & Advertising	Mimic The Effectiveness Of (example) Mc Donald's Prosperity Burgers	Acquire Investors For A Quality Of Life Center Catering To The Above To A Medical Level
STEP 3	Evaluate Workflow, Growth & Fine-Tuning Of Target Audience & Engagement	Establish Seasonal Ala-Carte Menus For The Masses For Every Major Holiday	Create A Hub For Medical Intervention Through Dieting, Training, Treatment & Guidance With Professionals

OUR 3-YEAR PLAN

Below Is Our 3-Year Plans For Extension And Expansion of Services by BITE Family

Guiltless

An extension of what we already do. Guiltless is how we get our clients to enjoy great food without it being unhealthy.

Medilogy

An extension of what we already do. Medilogy will employ professionals to help our clients achieve their medical goals.

Baked By BITE

This is where we started and where we'll keep going. Manufacturing of baked goods for B2C & B2B within 3 years.

B2B Sales

A new avenue. To provide businesses (airlines, cinemas, hotels, etc) with diabetic, heart disease, low-carb friendly options.

Concepts

A new avenue. To open in locations based on food concepts. This is aimed to make healthy eating accessible in cities.

CUSTOMER TESTIMONIALS



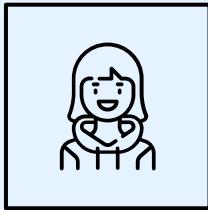
Jake M

"Over 20 Kilos In Nearly 3 Months With Great Food & Advisory"



Jacqueline L

"OMG The Lasagnas & Pizzas! I'll Miss This When I Hit My Target"



Pei Si N

"Results Weren't As Fast As I Expected Them To Be But It Was Delicious!"



S. Azmi

"Fast, Simple, Easy & Tasty. I Will Return If I Ever Have To"

06

THE HUMAN TOUCH

A Company Is Nothing Without Its Members



THE LEADS

"R

Erwan S Reyzal

The Operational Mind
Behind BITE Family Including
The Management Of
Partners & Collaborations.

Nabilla P. C. Dewi

The Client Relations, Policies
Expert, Compliance &
Negotiator of BITE Family.

OUR TEAM



Kington Lee

The Engineer Behind BITE Family's R&D Department For Kitchen Hardwares



Kent Wong

The Culinarian Behind BITE Family's Kitchen With Extensive Experience In Hotels & Restaurants



David Lee

The Business Development & Sales Person Shadowing Erwan. David Is In Training To Be The COO Of BITE Family

THANKS

DO YOU HAVE ANY
QUESTIONS?

hi@bitefamily.my
+60 12 299 9967

www.bitefamily.my (in development)



Location

Bite Family, 5-12, Infinity Tower, Jalan SS
6/3, 47301, Petaling Jaya, Selangor



A1

APPENDIX

For ESD Usage



BUILDING PICTURE

INFINITY TOWER

Infinity Tower @ Jalan SS
6/3, 47301, Petaling Jaya

This Is Where The Bulk Of
Preliminary Works For BITE
Family Was Done Including
An Entire Year Of Service To
Our Clients.

It's A Mixed Commercial
Development With A
Multitude Of Service
Providers In It.



EXTERIOR PICTURE

Unit - Exterior

This Is The Exterior Of Our Current Unit At Infinity Tower.

There Is No Signage As This Unit Was Used During Our R&D & Learning Phase. Business Was Through Word of Mouth.

We Are Aiming To Move Into A Larger Space To Fit Our Plans By May of 2023. This Unit Is Still Able To Handle Up To 20 Subscriptions Per Day. This Is Equivalent To

1. 120 Portions Every Tuesday
2. 160 Portions Every Friday



MEDIA & KITCHEN SPACE

INTERIOR 1

Designed to be both functional and easy on the eyes. BITE Family was initially intended to be BITE Brothers between Kington Lee & Erwan S Reygal. We intended to be content creators and to feature our low-carb and regular recipes. However, CoVid-19 & MCO changed that for us.

This space is now intended to be used for BITE Family's videos and future online cooking classes to the world alongside being a fully functional kitchen that easily accommodates 90 meals prepared per day.



HOSTING, MEDIA & CONSULTATION SPACE

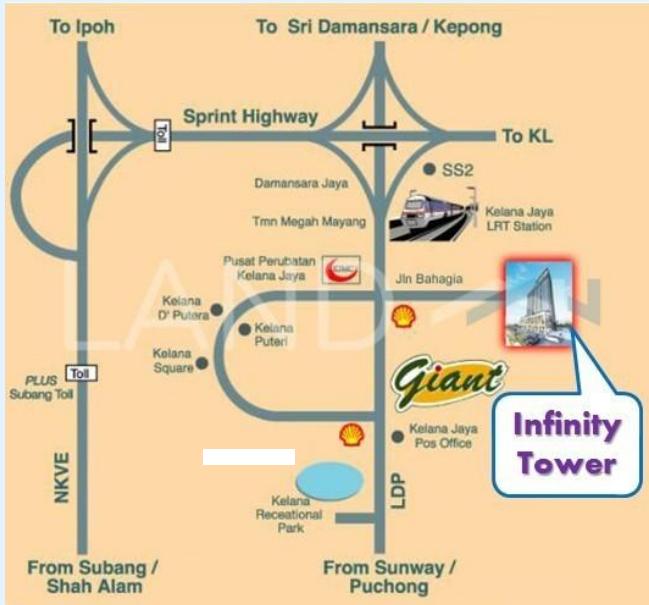
INTERIOR 2

This space is where we plate and present our creations for our social media contents as well as for our clients.

It is also our consultation space that serves as both a welcoming and relaxing area which can be both serious and relaxed.

This is also where we intend to host members of the media to a BITE creations experience as well as for when we launch seasonal specials.

LOCATION MAP



INFINITY TOWER

Strategically Located To Provide Lowest Cost Possible To Our Clients In Regards To Deliveries.

Our Next Location Will Be Within This Area As Well.

Our Best Prospect At The Moment Is In SS7. 5 Minutes Away From This Location

OUR PRODUCTS

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BITE-S Plan

RM 115.00 /day. Premium Ingredients With Consultation & Advisory

Consultation

RM 50.00 Per Session Or Free Every 3 Days With Meal Plans

Advisory

RM 50.00 Per Session.
Advisory For Keto-Diet
For Social Events &
Dining-Out

Ala-Carte

For Large Parties Or
Past-Clients Craving Our
Culinarian Delights

PRODUCT SAMPLES

We Are Only Able To Provide Pictures Of Our Foods (products) As We Do Not Have Pictures Of Consultations.
I'd Love To Be Interviewed In Person To Show You More Of What We Do!



Sous-Vide Set

MYR 500.00 To MYR 800.00
Steaks Sous-Vide & Broiled After
With Sides



Guiltless Cake

A Cake Designed To Be Eaten By
Diabetics & Dieters. This Cake
Contains 90% Less Carbs Than
Conventional Cakes



BITE Buns

This Is What Started It All For Us. 1
Gram Of Carbohydrates Per
Bread, Health-Friendly & Delicious!