**0INTRODUCTION**

Wrapped Express is a newly established business located at Valenzuela Town

Center at Mc Arthur Highway (N1) Malinta, Valenzuela City. The location is very

accessible to the customers because it can be found near the park, schools, establishments,

and residential area. This business was established by Golden Spoon Incorporation to cater

to the needs of the students and other individuals who are looking for a budget-friendly

meal. The target market of the business are the class B and C, where students and

professionals belong. The company is looking forward to be well-known in town because

of the wide variety of fillings that it offers.

Wrapped Express aims to give the best service to its customers and to provide them

different tastes of wrapped foods like shanghai and burrito. In addition, we will also offer

a variety of drinks like iced tea, buko juice, gulaman, and others. Aside from that, we also

have foods that are best for meryenda like lumpiang sariwa and turon with ice cream. Those

products that have mentioned are budget-friendly compare to other restaurants that offer

the same kind of meals. While offering a high-quality product at an affordable price, the

management make sure that the foods are made with fresh ingredients and at a clean

surroundings.

For the business to be well known, we will make sure that we have our own

different attributes compare to our competitors. We will develop our own way of serving.

our customers and we will provide them with a comfortable and relaxing ambiance that

will make them love not just our product but also the place.

To fully satisfy the customers, we will make sure that our employees and staff

undergo trainings and seminar regarding giving an excellent service to the customers. Also,

we guaranteed that they have the required skill and knowledge that they need in performing

their task and position in the business.

Wrapped Express focus not just on the needs of its customers but also on the needs

of its employees and staff. The business believe that they are one responsible for the

satisfaction of the customers and one of the key to the success of the business. In line with

this, the business makes sure that their needs are given and that their efforts are well

appreciated by the business. They will also be given promotions, rewards, and incentives

for giving their best in doing their work.

A lot of time and effort have given to come up to this, that is why the company is

looking forward that the business will earn more profit in time and will become globally

competitive to the well-known existing business in a few more years.