

---

# BITE FAMILY

Sdn. Bhd.

## COMPANY PROFILE

---

Gourmet Weight-Loss Solutions

# TABLE OF CONTENTS

**01**

**Introduction**  
Of Us & What We Do

**02**

**Company**  
Of Our Company

**03**

**Analysis**  
An Analysis Of Our Business

**04**

**Conclusion**  
Where We Were, Where We  
Are

**05**

**Business views**  
A Glance Of Us

**06**

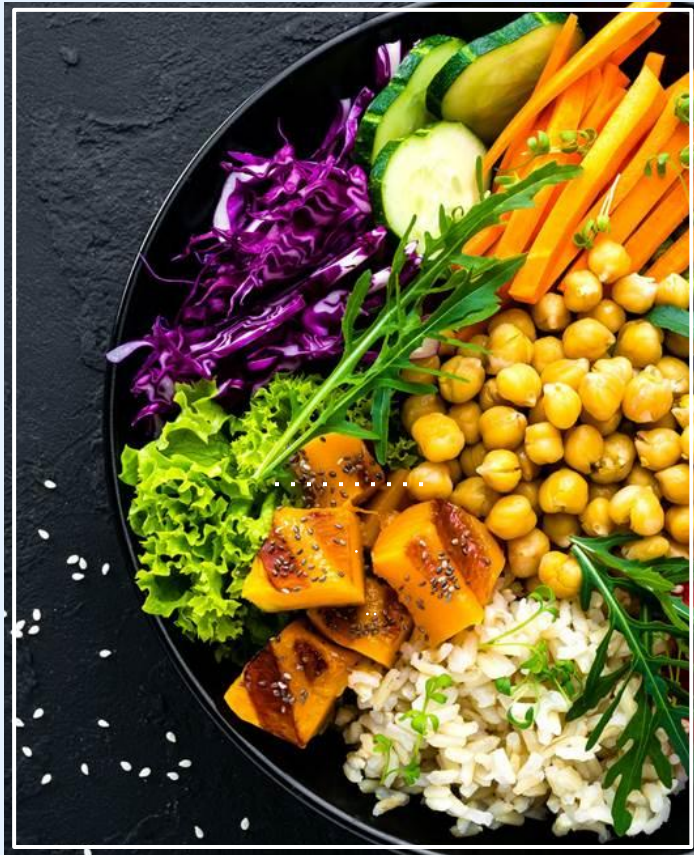
**The Human Touch**  
We Are Who We're With

# 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.

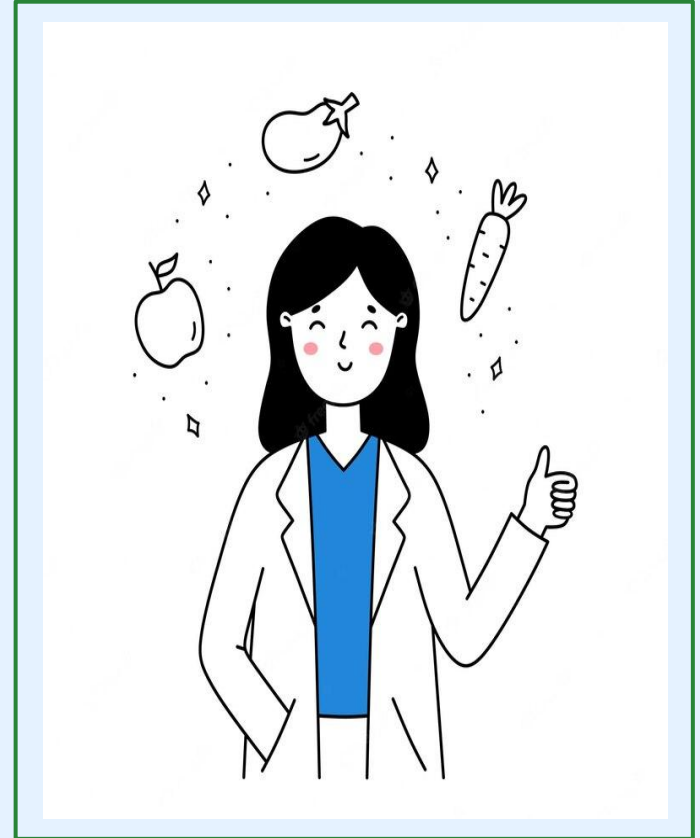


# OUR PHILOSOPHY

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

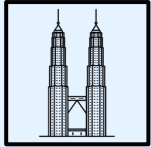
“Health, Muscles, Fitness,  
Recovery, Rehabilitation,  
Reversal of Diseases. It All  
Begins Or Gets Enhanced In The  
Kitchen”

---

—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



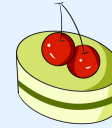
## BITE Lasagna

No-Carb. Better Than  
The Real Thing!



## BITE Pizza

Guilt-Free Pizza That Is  
Both Nutritious And  
Filling



## BITE Pastries

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



## BITE Steaks

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



## BITE Platters

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



## 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!





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

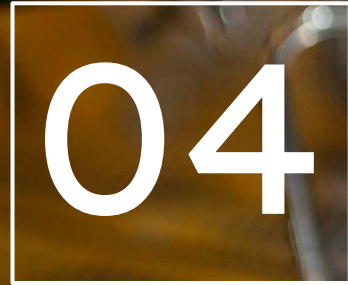


BITE FAMILY SDN BHD

# CONCLUSION

---

A Gauge So Far



# OUR NUMBERS

**>155KG**

**LOST**

10 Clients Separated Over  
9 Months

**248**

**RECIPES**

Served From January 2022  
to December 2022

**90%**

**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)

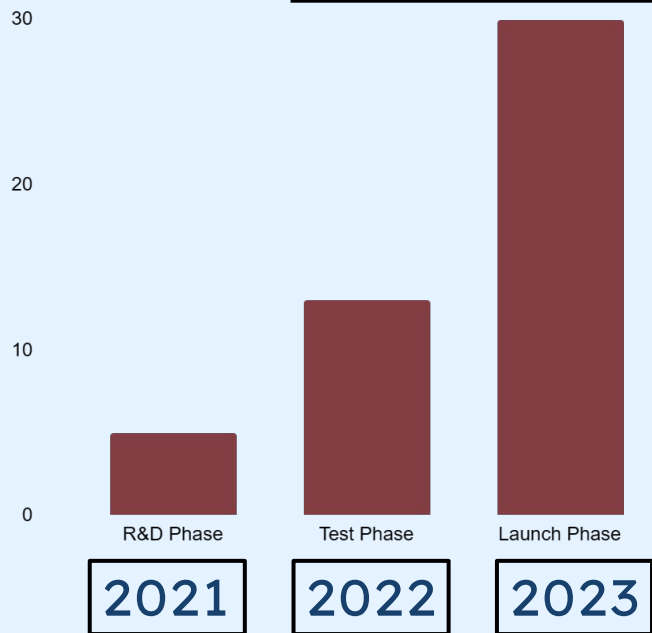


**13 Person**

**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



Sorted By Phases

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

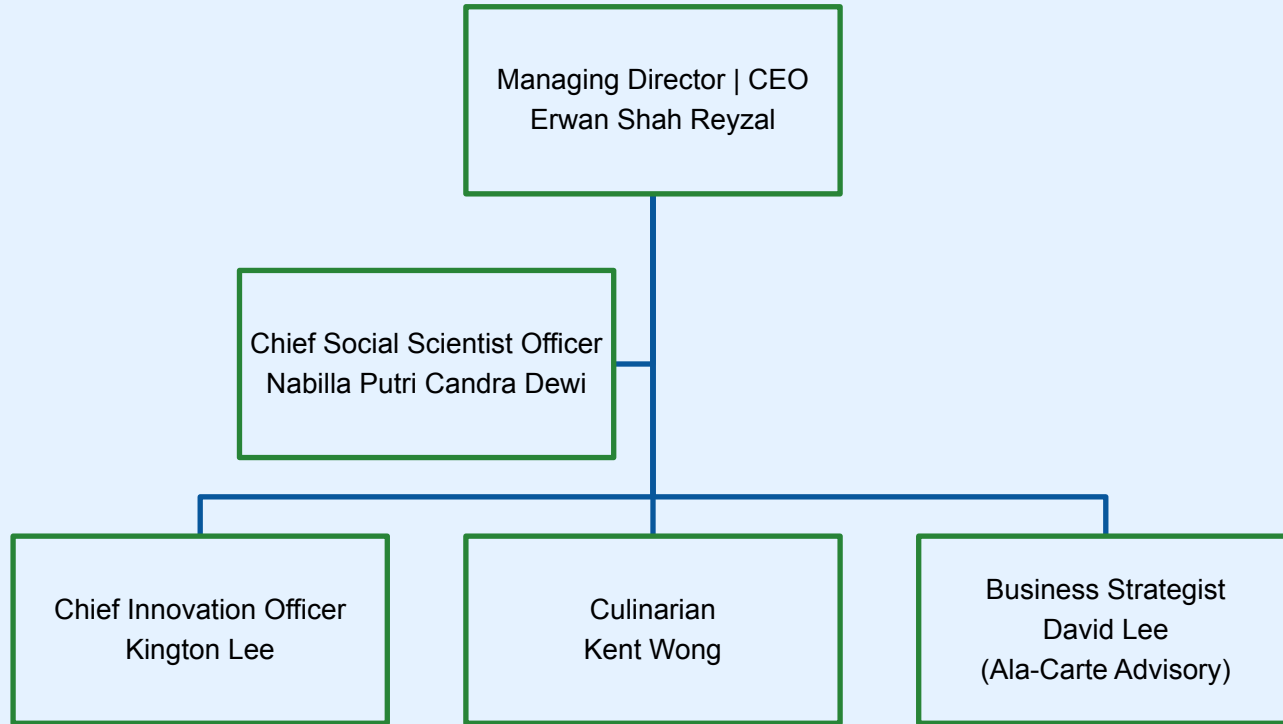
General Public Campaign Begins On Jan 28<sup>th</sup> 2023. 30 Clients Is Company Target

# 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	Simulataneous 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

.....

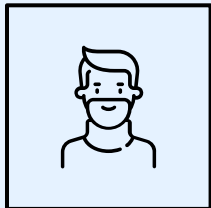
A new avenue. To provide businesses (airlines, cinemas, hotels, etc) with diabetic, heart disease, low-carb friendly options.

## Concepts

.....

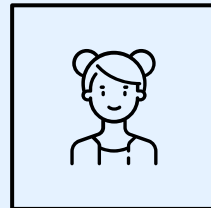
A new avenue. To open in locations based on food concepts. This is aimed to make healthy eating accessible in cities.

# CUSTOMER TESTIMONIALS



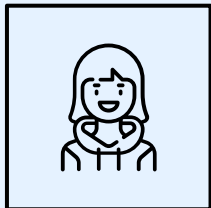
**Jake M**

.....  
"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



---

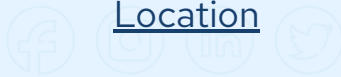
# THANKS

DO YOU HAVE ANY  
QUESTIONS?

hi@bitefamily.my  
+60 12 299 9967

[www.bitefamily.my](http://www.bitefamily.my) (in development)

Location



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

---

A photograph of a white ceramic cup filled with green matcha, sitting on a white saucer. In the background, there is a green plant with variegated leaves. A white rectangular box is overlaid on the image, containing the text 'BITE FAMILY SDN. BHD.' in white capital letters.

BITE  
FAMILY  
SDN.  
BHD.

# 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 Reyza. 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

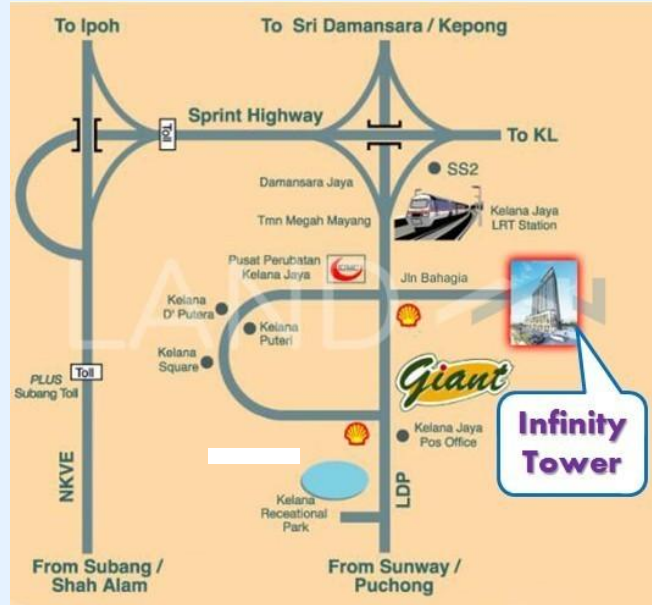
This space is where we plate and present our creations for our social media contents as well as for our clients.

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

## 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

# 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!