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TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

“D’NIZ PATIN ORIEE”

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EXECUTIVE SUMMARY

D'NIZ PATIN ORIEE is the first restaurant that serve the main tempoyak dishes in Puncak Alam. The restaurants also serve the variety of food such as Roti Canai, Satay and many types of food. They also have the signature menu that attract the customer to come at their restaurant which Patin Tempoyak and Udang Galah Tempoyak.

The name of the restaurant is D'NIZ PATIN ORIEE which is the combining name the owner and his wife which is D from Affendi and NIZ from Niza. Some technology used by the restaurant was debit pay, ordering by using tablet and security camera to monitor the condition at the restaurant. The owner has the target to expand his business branch around Malaysia.

The strength of the restaurants is that they provided high quality of food before they serve to the customer. The restaurant also set the affordable price to people buy their foods. The biggest opportunity is the restaurant give all their commitment to the customers needs and serve the better service to maintaining their relationship within customers.

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INTRODUCTION

1.1 BACKGROUND OF STUDY

Recently, food business has become popular business and had increase rate in business sector. It has made rapid competition among them. A restaurant business is a lifetime business, since it provides primary needs of human beings, which are food and beverages. Restaurant is one of the great industries and never losing its attractiveness in customer's persuasion.

Thus, increasing personal income and urbanization of Malaysian population has created changes in the customer lifestyles. Restaurants in Malaysia consist of full-service restaurants, fast food restaurants, coffee shops and hawker stalls. This industry is projected to grow at 5% to RM 9 billion and 3% growth in outlet number reach 9,715 outlets.

Malaysian market consists mainly of families from middle to high income groups, business persons, affluent young Malaysians and also expatriate, business visitors and tourists. Consumers prefer food from restaurants because of better eating style, comfort, and access to best culinary standards offered by them.

1.2 PURPOSE OF STUDY

to identify the major problems or issues that business faced

to examine the real process running in the business

to propose the solution and ways to enhance the performance of the company, so that the company can improve their service