



اَوْنِبُوْرَسِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا
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**CASE STUDY
RICHIAMO COFFEE SDN. BHD.**

**ENT530
PRINCIPLES OF ENTREPRENEURSHIP**

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We would like to show our gratitude to Sir, the person who gave us the opportunity to do this report about Case Study analysis based on our benchmark company. In this report, we were choosing to write information about their business transactions start, their business progress and identify what their problem. At the end of analysis we come out with the solutions and recommendations to improve the business that might be can help to make the business become more effectively and making a more profit. Furthermore, Sir also provides us some guideline, sample and practical for this report throughout numerous consultations.

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2.0 EXECUTIVE SUMMARY

In this report, we are providing the information about the company that we chose which is Richiamo Coffee. In our progress doing this report, there are a lot of knowledge that we get from their products. Richiamo Coffee is a new trending Coffee Shop in Malaysia, specifically known among IPTA students, well known of their uniqueness of taste and special aroma in the name of Richiamo Coffee. Besides that, we also had covered these company minor and major of problems that had been faced and solution to overcome the problems.

From our visit at the company, there are several problems that the company had been faced in their business product and service. The major problems they are they are new in food and beverages industries. Besides that, we have found some solutions to solve their problems especially on this new business development. Apart from that, this company also has their own minor and major problems that make it had some of difficulties to maintain their number of customer per day and giving the effect to their companies' profit. After doing the analysis from this company that based on any sides of circumstances, we come out with some useful solution to each of the problem that occurs in their business. Furthermore, the solution can be used by other types business to make more profit. All the information of the problems and solutions for each of the problem may use it as a reference in other company to maintain the business can be run smoothly, achieve the target of profits and may be can avoid it from decreasing of profits.

3.0 INTRODUCTION

Nature and purpose of project

In this case study, we chose Richiamo Coffee that located in UiTM Puncak Alam, Selangor as our business mentor. Richiamo Coffee is the official sales and marketing for the high quality coffee beans in the food sector in Malaysia. This company also one of the franchises that have in Malaysia which consists of the production of halal food based on the coffee beans. This case study, we can analyze the marketing strategies, the problems that faced by the company, the operational process and also the administrative of the company. For the company that have we visited, we found that every business in food and beverages industry have its ups and downs which affect their marketing, operational and also sales.

The purpose of this case study is to show the weakness and the strength that the company have and the solutions that we can recommend to the company to improve their business strategies. In order to achieve the best food and beverages industry, they need to manage in solving their problems with a good solution and approximately with a good decision making to attract the customers.