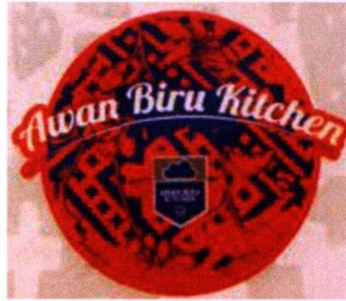




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UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530: CASE STUDY**



“AWAN BIRU”

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1.0 EXECUTIVE SUMMARY

Awan Biru Kitchen Restaurant is a new restaurant that provide services an eat-in, carry-out restaurant, specializing in lunch and evening dining. But this restaurant also provides morning services like “English Breakfast” based on specific time daily.

This restaurant is a new medium sized restaurant located in a working neighborhood Cyberjaya, Selangor that operated by Puan Faizah and family. Awan Biru Kitchen Restaurant is recognized as one of the “Asian (Melayu)” restaurant in that areas.

Many of people that work in a near the Cyberjaya area get their lunch and often unwind after work to get dinner. Awan Biru Kitchen intends to be part and parcel of this scene, offering superb dish along with convenient carry-out. Relaxed dining in open friendly space during pleasant weather with the best-looking decoration inspired by airlines flight attendance color and experience moments. Comfortable furnishings and decor with soothing warm tones. It will be the perfect place to stop in for a bite to eat, for a gather place or for a small business meeting.

Awan Biru Kitchen Restaurant have 20 seats with comfortable long table in open space that focus on New Asian-Malaysian menu with a touch of Asian influence. The area needs a warm and friendly place with excellent food.

The service provided are excellent and very friendly. The restaurants hire the staff by providing training, motivating and encourage them, and thereby retaining the friendliest most efficient staff possible. They believe the most important financial success will be achieved by offering high-quality service and excellent food.

2.0 INTRODUCTION

2.1 BACKGROUND OF THE STUDY

As we were required to conduct a case study which is an activity, event or problem that contains a real or hypothetical situation and includes the complexities that would encounter in the business, we had chosen a restaurant named Awan Biru Kitchen to fulfil the requirement given in the case study. This restaurant which is in Cyberjaya, Selangor is provide services by selling foods and beverages for people who live and work in that area. This restaurant operates for 7 days a week from 7.45am – 10am.

2.2 PROBLEMS STATEMENTS

On 5 March 2018, Awan Biru Kitchen start operating their business and introduce their new restaurant in that area. Awan Biru Kitchen faces some problem to market their business. Firstly, the location is not strategic as in an industrial develop area and quite far from town area which is not everybody will notice their restaurant. Secondly, their customer segmentation is too small because they only focus on two types of consumers which is neighborhood workers and some people live in that area. Thirdly, as new restaurant they will faces problem in shortage of staff because this restaurant quite far from town and its will trouble them with time and cost more money for workers that stay outside from Cyberjaya to come here. Fourthly, they also not provide delivery services that most of the customers need it because its will save their time and easy also convenience for customer. This would be a disadvantage for their restaurant. Lastly, their marketing strategy is inefficient because they only market their business by using media social. This problem could lead to big problems if they do not overcome it.

2.3 PURPOSE OF THE STUDY:

This study was conducted to expose the students to the problems that might occur in a business and how to handle them well. By doing this case study, we can get some ideas on how we can improve our business in future. This will benefit us as a student because we need to think critically on how to improve our business in terms of operation, sales as well as marketing.

We live in a world in which the future is uncertain, so we need skills that will allow us to make our own way. We can't predict the job market and economy that we will enter. Therefore, we really can't predict what content we need to be successful after we leave UiTM. It equips us to seek out problem-solving opportunities, empathize with others, think creatively, take risks, accept failure as part of the growth process, and appreciate the correlation between hard work and success. Thus, this study is important for us to know what kind of skill we need to be possessed to be an entrepreneur. That is why we need to learn this from a real entrepreneur.