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**THRIVING AGAINST THE PANDEMIC: THE BUSINESS STRATEGIES OF
KELANTANESE IN TERANGGANU**

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TABLE OF CONTENTS

CHAPTERS	PAGES
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLES OF CONTENTS	iii
1 INTRODUCTION	
1.0 INTRODUCTION.....	1-2
1.2 PROBLEM STATEMENT	3
1.3 PURPOSE OF THE STUDY	4
1.4 SIGNIFICANT OF THE STUDY	4
2 LITERATURE REVIEW	
2.0 REVIEW OF LITERATURE.....	5
2.1 STRENGTH AND WEAKNESSES	6-7
3 RESEARCH METHODOLOGY	
3.0 INTRODUCTION.....	8
3.1 RESEARCH DESIGN	8-9
3.2 SOURCE OF DATA	9-11
4 FINDINGS AND DISCUSSIONS	
4.0 DATA ANALYSIS	12-15
4.1 RESULTS	16-20
5 5.0 LIMITATION	
5.1 IMPLICATION.....	21
5.2 RECOMMENDATION.....	21
5.3 CONCLUSION	22
REFERENCES	
APPENDICS	

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ABSTRACT

The purpose of this study was to get know about business strategies that Kelantanese restaurants in Terengganu use during pandemic and can help the researchers to know how the restaurants overcome the operational issues that must face by the restaurants. The survey was open to owner's restaurants for a 5-week period, beginning May 6th, 2021, which was when restaurants were permitted to reopen indoor dining, but with seating capacity restrictions to ensure social distancing. All the restaurant that we have survey was still open their restaurants during pandemic. 80% of restaurants provide customer pickup and online order (foodpanda, grabfood and etc) and 20% provide delivery to customers for their services during pandemic Covid-19. As the COVID-19 pandemic continues to expand, the study provides guidance and management solutions for other independent full-service restaurant operators.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

COVID-19 quickly spread over the world, prompting the World Health Organization (WHO) to proclaim a global pandemic (Sohrabi et al., 2020). COVID-19, a novel human coronavirus disease, has become the fifth documented pandemic since the 1918 influenza pandemic. COVID-19 was discovered in Wuhan, China, and quickly spread throughout the world. Based on phylogenetic analysis, the coronavirus was officially named severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) by the International Committee on Taxonomy of Viruses. SARS-CoV-2 is thought to be a spillover of an animal coronavirus that later adapted the ability to transmit from person to person. Because the virus is highly contagious, it spreads quickly and evolves constantly in the human population. The basic properties, potential origin, and evolution of the novel human coronavirus are discussed in this review article. These factors could be important in studies of pathogenicity, antiviral design, and vaccine development against the virus.

For our research, we choose a few Kelantanese restaurants in Terengganu such as LeBest Dimsum, Sufia Corner, Ulik Mayang Restaurant, Fauzi Nasi Kerabu. We choose this restaurant because all these restaurants are owned by Kelantanese people and also Kelantan food. Through this survey, we can know about restaurants' operational issues and what their strategies to overcome those issues.

First restaurant that we choose for this research is LeBest Dimsum. LeBest Dimsum is owned by Che Faizman Bin Che Muji from No 4, Dataran Limbangan, Jalan Limbongan, 22000 Kampung Raja, Besut, Terengganu. According to Che Faizman, his restaurant operates from Wednesday until Monday, 3pm to 10pm according to current government directives during this pandemic. Sufia Corner is owned by Sufia, she is from Rantau Panjang Kelantan and opened a restaurant in Thailand and Kelantanese food at Kampung Pengadang Baru.