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EXECUTIVE SUMMARY

HM ALI TEH TARIK is a family business form. And this restaurant is a subsidiary company to other their company. It has been open since October 2006. The owner of this restaurant is Puan Murni Binti Mokhtar as a Director Manager. Puan Murni have been experience about 21 years working with company IKEA that famous around the world. She also gets an opportunity to experience Product Regulation Compliance Specialist at the IKEA. This restaurant does not yet open their branch in other places. Their main objective for the restaurant is to open more branches and café in the future, prepare more delicious food and serve an efficient service for their customer

Their target market is mostly people who lived there near the restaurant. Also not missed people who works near there such as staff of nursery, officer and staff at the clinic. It is because HM ALI TEH TARIK serve various types of meals at their café such as hot food, glazed food, western food and many more. It can suites and have many choices food at the café. What make them difference from other café and restaurant is the design of the cafe itself make by the owner of the café using a wood and the hygiene at the cafe is organized and clean. The specialty is customer can bring along their food case to take away the food, it is because this cafe wants to avoid using polystyrene and they will charge RM 0.40 for the polystyrene.

Other than that, HM ALI THE TARIK also offer discount to their regular customer amount 15% especially for the staff nursery, clinic and shop near there. It is the benefit for the regular customer who came to eat at the cafe. The way they catch their customer is using social media such as Instagram and Facebook and they making their own banner to spread their existence. After that, their cafe gets an opportunity for the shooting drama at the television. This automatically can attract and get more customer for their cafe.

HM ALI TEH ALI TARIK also open a bazaar during Ramadhan month to attract more people. They serve various glazed food and choices of food. This is the way they can gain more revenue and spread their business. Not forgetting they also do a catering for the event and other banquet. The customer who came to their cafe is not only Malay but also Indian and Chinese.

Their vision for the cafe is they want to prepare a cafe that favored by all people including multiracial around the Malaysia. Then, for their mission is to serve customer with a delicious food, guaranteed clean and most important is halal. Other than that, HM ALI TEH TARIK want to give a good hygiene place and comforts place for their customer to eat, give an efficient service and be professional in their course at the cafe.

INTRODUCTION

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit". While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of start-up businesses have to close due to "lack of funding, bad business decisions, an economic crisis, lack of market demand or a combination of all of these.

The nature of this project is to identify how this SME Company manage their business. SME is small and medium-sized enterprises (SMEs) or small and medium-sized businesses (SMBs) are businesses whose personnel numbers fall below certain limits. While for the purpose of this project is to know how they manage to get profit from their business. Other than that, the purpose of this project is to identify whether the company has use a good way or not in managing their business. By having this project, we somehow know their problem in managing this business and we decided to give some recommendation to this company so they can improve it in future.

COMPANY INFORMATION

BACKGROUND



HM ALI ENTERPRISE was established on 30th October 2006 in Kuala Lumpur. This company have been registered in Akta Pendaftaran Perniagaan 1956 that located in S375, Lorong 9, Kampung Sri Puchong Batu 13, 47100 Puchong Selangor. At the beginning of business, HM ALI ENTERPRISE is actively engaged in the business of furniture, construction, supply of electronic goods, plumbing suppliers and even pipe fittings. After several years, HM ALI ENTERPRISE decided to expand the scope of the company business by having another types of business such as catering service and also selling food and beverages. Therefore, HM ALI ENTERPRISE has open new branch of business which is restaurant and the name of that company is HM ALI TEH TARIK that located in No 48-G, Jalan MR 1/3, Taman M-Residensi, Rawang, 48020 Selangor on 14th January 2017. HM ALI TEH TARIK also provide a variety of foods. The founder of HM ALI TEH TARIK is Puan Morni binti Mokhtar and she is manager of this company.