



اَوْبَهُوْ رَسِيْتِيْ بَاتِيْ كُوْلُوْ كِيْنِ مَارَا
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TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY



JIWA KOPI & BINGSU CAFÉ

PARTNERSHIP BUSINESS

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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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EXECUTIVE SUMMARY

Kopi Jiwa & Bingsu is a small-medium enterprise that operates in Malaysia in November 2019 and has been founded by Mohd Adam Daniel, Mohd Anuar and Mohd Azman. The name of this company erupted spontaneously due to empathize with the local Malay language. This cafe was established to give priority to fresh graduates because they want to provide employment opportunities for them. It is important to have experience as a student in conducting a case study for real business activity. For this case study, this company is chosen because of its tremendous achievement in opening up several branches over a period of one year. The business produces a successful company that allows high customer satisfaction to be met. Kopi Jiwa & Bingsu was evaluated by the use of SWOT analysis in this case study. There are still some problems that this organization faced with this analysis. These issues were concerning about customer services and competitors. In order to ensure that they can retain their customers, the business can play a big role. In conclusion, the selection of Kopi Jiwa & Bingsu as the subject of the case study helped to achieve an effective business strategy for production. They have shown that they can succeed in this organisation and have developed quite a reputation. I also recommend some ways for this cafe or any organisation to practice improving this business success.