



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)  
CASE STUDY

WAK CORNER  
FAST FOOD SERVICE

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GROUP MEMBERS :

NAME	STUDENT'S ID
1. RAPHAEL ZACHARY BAWIN ANAK FRANCIS	2017209628
2. NUR VIVIANNA BINTI JUSTINE	2017490564
3. NINA KARINA BINTI TUKIMIN	2017628768

PREPARED FOR,  
MDM SITI MARDINAH BT ABDUL HAMID

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## EXECUTIVE SUMMARY

When it comes to street foods, a lot of people would like open a business such as selling burgers or Char kueh tiaw because the customers would like to buy since it is affordable and most people love to eat street food.

The business we interviewed which is called Wak Corner has established in August 2017 in Miri, Sarawak. This family business is selling a unique burgers as their main selling point and used sustainable materials from reliable suppliers to produce their finest products. It continues to prosper, despite the downturn and it continues grow to satisfy customers needs.

Wak Corner offers home cooking style by selling other side products such as Nasi Lemak and Bakso Tulang, something that family can have for either lunch or dinner to enjoy. Fast-casual like Wak Corner is in a fast-growth stage and is consuming market share from several other business formats.

From what we had observed from the interview for this growth, the business always ensure the best quality for their customers satisfaction and the business itself. Wak Corner always making sure that the employees make commitment for their job and leaving the best first impression for the customers by having a righteous attitudes. Besides, invest in training to ensure that the store will provide the better products and services.

Creating a business where selling vibrant and colourful burgers ideas start from the passion of cooking and desire to make people satisfy their craves for something new and unique. The business need money to make the dream come true and continue to enlarge. Before they make an official, they do food testing before market it.

## **INTRODUCTION OF CASE STUDY**

The company business that we interview is called Wak Corner. The main activity for Wak Corner is selling fast food service. The store is located in Miri and we choose to interview this business because it is related to our business which is fast food too. The location is very strategic since it is near to the city centre and from here it can attract people to come to the shop. The business is a family business which is under the name of Norhashimah bt. Tukimin and being support by the father, Tukimin bin Towo which has the qualified skills for the business. After that, the purpose of this case study is to identify the key issues which can affect the business. For example, the problems that the business have been facing recently and finding ways to overcome the problems.

Case study often follow the outline of basic formats which are to identify the challenge of the business is facing, describing the ways to improve the business and show the great results gained from the products and services that the employer provided.

When doing the case study, this is where the interview of the business is needed. The reason we need to interview the specific business that we have chosen because those information that we got from them will be used to see what problem they are facing, what they will do to improve their business to ensure that they continuously making profits to upgrade their business into the new level.

In conclusion, when doing case study analysis, this is where the student can understand the purpose and as well as learning why they should know the problems that businesses are facing and how to solve it by having any alternatives to make it become better. Through doing case study also actually will be able to improve their

## WAK CORNER COMPANY BACKGROUND

### Wak Corner Story

The Wak Corner began in 2017, August 10. It is a family business inspired by street burger as it is very popular in Miri. They have an idea to take the street burger to a whole new level in the burger world so they start the burger business in the food festival as a start. Soon they realised the sale is on high demand, they opened up a cafe named Wak Corner. It is named after the owner's father, Tukimin. Their logo is also inspired by him who have a long hair and love to ride his motorcycle during his leisure time. The selected colour, orange and black, represent the colour of the cheese in the burger and the signature burger which is the Spicy Black Panther respectively.

### Wak Corner Mission

To inspire and boost the human spirit-a burger is all a person need to be happy.

### Wak Corner Product

Wak Corner offers a series of extraordinary products that customers appreciate in their stores, at home, and on the go.

**Burger:** The name of the burgers was inspired by the Marvel characters. Their signature burger called Spicy Black Panther is a black-bread with original meat with a lot of cheese on it. There are also L/XL Hulk Burger, Roti John Beef Cheesy Melobor where the cheese are overflowing, that's why they named it like that.

**Other:** Wak Corner also offers the taste of Jawa such as Bakso Tulang and Bakso Ribs, the Western's Cheesy Meatball, Grilled Chicken Chop with Mushroom Sauce,