



FUNDAMENTAL OF ENTREPRENEURSHIPS (ENT300)

CASE STUDY

**BURGER 'O' MYY
FOOD AND BEVERAGES**

PREPARED BY

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EXECUTIVE SUMMARY

Burger 'O' Myy is a restaurant that owned by Muhammad Razif which a private restaurant located at Taman Samarindah. Muhammad Razif was born in Miri where Miri in aviation code is stated as "myy" where he got idea for his first restaurant name. He always has passion in business ever since he was 7 years old in 1993.

Muhammad Razif also used to open his first ever burger stall at Miri called Ajip Burger. After he gets married with his wife, he moved to Kampung Gersik which is his wife hometown and tries his luck by opening another burger stall called 'Ajip Burger' too. He is the first person that sold big burger that cost five ringgit. At that moment, Kuching was famous with one ringgit burger that eventually makes his business failed. Even though his businesses keep on fail, he never gave up and that's how he got spirit to open his first western restaurant, Burger 'O' Myy.

Burger 'O' Myy is a company that focuses on food and beverages especially burger and western kind of food. This restaurant is also always crowded as the price is cheaper and affordable than other western food restaurant. This restaurant special homemade grilled burger patty and especially deer burger is what makes it become centre of attraction by the local and foreigner.

Based on findings during the interview, we have found few weaknesses and strengths of Burger 'O' Myy. Through this interview also we have observe few solutions on how to tackle the problems and to improve the restaurant so it will become better. We also have done company analysis to make it easier to analyse the company's strategy to overcome problems regarding on their restaurant.

INTRODUCTION

The Fundamental of Entrepreneurship subject for this semester has given us a group project on making a case study. We are needed to complete a case study based on existing company that was operated in Kota Samarahan area because it is near to our campus, which is UiTM Campus Samarahan 2. The entrepreneurship is where a company have been decided to involve themselves in the marketing field. Marketing is where encompasses merging, integrating and controlled the supervision of all company's efforts that have bearing on sales. The company will provide either only products-based items, services based or product-service mix.

Product is the goods that are offered to the customers. Next, service is about an intangible product that is sold or purchased in the marketplace. Product-service mix is a bundle of goods and services offered by an organization. Back to the topic, case study is roughly contain much information based to be used as group projects but also are concise enough for individual class assignments and discussions. The cases are based on real-world situation whether they refer on an actual company or disguise the name for prosperity reasons.

There are many reasons on why case study needs to be done which is;

1. To identify the strength and weaknesses of the company or organization
2. To analyse the performance of the company or organization
3. To help maintain the prosperity of the company or organization
4. To give recommendation or suggestion on how to solve the problems faced by the company or organization

Case study can be done through few methods such as;

- a) Face to face interview
- b) Telephone interview
- c) Questionnaire

For our group project, we have chosen to use face to face interview method. Many students and other people mostly used this type of method as the method is very easy to be handling. Apart from that, the information that we get is more accurate rather than using telephone interview, since it is the first-hand data that obtained by talking face to face. Lastly, it also can help the students to lighten up their mind to think faster as we need to be spontaneous during the interview.

However, to be entrepreneur there are few problems that the project was created to help in overcome the problems and here is few examples of problem;

Financing

Financing is the most problems face by many new entrepreneur and experienced entrepreneur as well. Experienced entrepreneur do not have it easy when it comes to funding a new business but they do have few advantages over newcomers because they have experienced a lot in selling in many years. They might have a pool of capital from previous business or a steady stream of revenue that they can used to fund a new business's cash flow.

Difficulty in obtaining customers

In early stage of setting up a business, there would not be an existing customers and even include the family members that might not support their business. When the company have no customers, this would cause the business to expand very slowly and it will take longer time to bring in profit. So, when the business has no profit, they got no modal to pay their shop lot, stall or rental shop at the end of every month. Therefore, the entrepreneur needs to do more efforts to attract many customers and increase their sales, like they can do use social media as their platform to promote their business.

Teambuilding

This problem is hard especially if the entrepreneur never run or managed a team before, but even if he has management experience, picking the right team for a start-up is difficult and stressful. He need to find those workers who really interested to work with their company not only workers who can fill the position. Actually, the entrepreneur did not have to find a perfect character worker because it is organization's job to train and guide them to be a perfect character worker. So that the natural feeling to work comes and they will feel