



الجامعة
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY: NAK CENDOL CAFE

TYPE OF BUSINESS: SOLE PROPRIETORSHIP

FACULTY: FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES

PROGRAMME: DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

SEMESTER: 4

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EXECUTIVE SUMMARY



“Nak cendol” cafe was established and started the operation on year 2017 with a new innovation of their main product which is “cendol” itself. The owner did some innovation and create new taste in every product that they serve. Since there is many cafe or restaurant serve the same menu, however, the “nak cencol” cafe is different than other cafe that have been established. They provides a quality product in serving their customer by having certificates for their cafe. The owner also want to be the first cafe that served “cendol” with “Halal” certificates in Kuching. Other than that, it operation at Ground Floor Metrocity Matang Kuching(behind Mcd) 93050 Kuching Sarawak.

The business itself have different approach in making their brand known by the customers. Usually, some business need publicity to promote their product through social media but the owner using other approaches which is by starting the business from bottom. It is because a “viral” product wont last long in business, so the owner wants her business long lasting through the customer loves the food they served.

INTRODUCTION

Nak Cendol Cafe owner was a banker for Maybank for 7 years before she open up her own business. She was in the financial department when she was a banker and had 10 years experienced in doing business. These business actually consists of two part. The first part is the cendol cafe itself. The owner decided to open up a 'cendol' business as here in Kuching, it is rare to have a 'cendol cafe' so, she thought it would be a good opportunity to open a business which are different from others. Moreover, everyone at any age could enjoy having 'cendol'. The second business is the packaging of rural product innovation.

The purpose of this case study is to find out, identify and analyze the problems that are faced by the company, Nak Cendol Cafe. Besides that, we would also like to recommend and give solutions on how to solve the problems.

In fact, we had interviewed the owner of Nak Cendol Cafe and through the interview we are able to identify the problems that are faced by the business. One of the major problems that are faced by the business is staffing problems

COMPANY INFORMATION

- Background

Nak Cendol Cafe is own by the owner who are in sole proprietorship or as known as the sole trader or individual entrepreneurship. The owner of the Nak Cendol Cafe once as a banker in Maybank Company for 7 years in the financial department. The owner also has a experience towards business for 9 years in business. Moreover, the owner has 2 business that is “Pembangunan pemungkusan inovasi product” which is the only packaging that the owner has other than the competitor of a packaging and the other one is Nak Cendol Cafe. The owner has been doing this Pembangunan pemungkusan inovasi product also dealing with stock exchange and that is where the owner has been longing to start open this cafe after 9 years in doing a business.

The owner of Nak Cendol Cafe open this cafe it is because of the viral in the social media like “Nak Cendol”. Other than that, she wanted to open this cafe even though there has a lot of competitors who open the same cafe for examples Mami Cendol, Swee Kang and others it is because Nak Cendol is the only Cendol Cafe that has a Halal certificate, JKM, it is the first Cendol Cafe in Kuching that has a Halal certificate while the other competitors does not have the Halal Certificate or JKM Pass. Not only that, the owner said that she start open the Cendol cafe with something different by having a Halal Certificate.

- **Organizational Structure**

The Nak Cendol Cafe consists of Managing, Supervisor, Cashier, waitress, and the workers. The managing and the Supervisor is the owner and the husband's owner of the Nak Cendol Cafe. The owner did not mention any of her workers neither the cafe has the organizational chart.

- **Business Model**

The business model of this Nak Cendol Cafe is sole proprietorship or as known as sole trader or individual entrepreneurship. The owner open this cafe by using her own modal, the owner uses to pay the cafe electricity, the lease of the cafe with the contract of 3 years and others with the owner's own modal.

- **Products/Services**

The Nak Cendol Cafe services is able to provide its own flavour of the Cendol by their own recipe. They create their own flavour of the cendol different than the other competitors that sells cendol for example mami cendol, swee kang and others.

The Nak Cendol Cafe provide product that is their main product that is Cendol and others. Not only that they also provide the product such as other food like *mee belacan*, *rojak*, and others.