



**NAME OF COMPANY : KFRY URBAN KOREAN, IOI MALL PUTRAJAYA**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY & PROGRAMME : FACULTY OF HEALTH SCIENCES (Ba. Hons Medical Imaging)**  
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**PROJECT TITLE : ASSESSING THE CUSTOMER WAITING PROBLEM AT KFRY URBAN KOREAN, IOI MALL PUTRAJAYA**

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# 1. INTRODUCTION

## 1.1 Background of the Study

When customers like the product or service provided by a restaurant, the problem of customer waiting time occur. This is a critical issue that most restaurant managers need to focus on. This is the reason why this case study addresses the topic of improving waiting time in Kfry Urban Korean, IOI Mall Putrajaya restaurant. In the present, fast tempo life-style environment, the use of time has become more and more important to customers (Lai and Lee, 2013). Depending on the diversification of service quality, customers have started to pay attention to, the problem of waiting time. Now, long waiting times usually is a reason why customers feel dissatisfied and complain (Chang et al., 2003). Customers tend to be more dissatisfied with having to wait prior to service (Maister, 1985). Initial waiting time is a critical factor that determines customers' wait behavior. Customers may balk upon their arrival if they see long waiting lines, or may leave during their wait if they are not seated on or near the time expected. Therefore, improvement of waiting times in restaurants is an important research topic in today's intense and competitive environment in order to enhance the service quality and to satisfy the customers.

## 1.2 Problem Statement

Kfry Urban Korean, IOI Mall Putrajaya has started operating since 2017 and problem with long queue had immediately arise based on the experience being there. It became worst during the weekend and peak time. In addition, long waiting times in this restaurant can be a major source of customer dissatisfaction. Moreover, customer who queue at the last of the line will missed the bestseller dish which is the 'Cheesy Fried Chicken Bumbuk'.

### 1.3 Purpose of the Study

- I. To reduce long queue outside the restaurant by specifically focusing on how to combine tables as well as to reduce customer waiting time.
- II. To make it easy for customers to avoid standing too long by providing a number system.
- III. To ensure the customers can taste their bestseller dish in the restaurant by providing more stock.

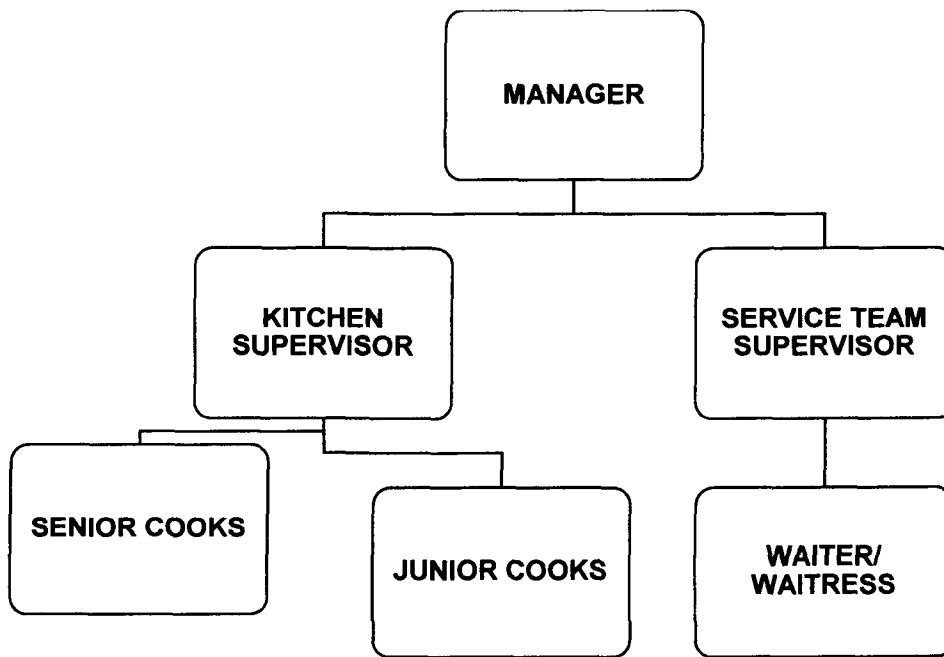
## 2. COMPANY INFORMATION

### 2.1 Background

Kfry Urban Korean, IOI Mall Putrajaya has started operating on 19 October 2017. This is the third branch after Johor Baharu and Batu Pahat. This restaurant served hearty Korean comfort food with urban and modern twist. They using a unique Korean double frying method, well marinated chicken. Their bestseller dish is Cheesy Fried Chicken Bumbuk. This restaurant is situated at Ground Floor – 26 (East Wing Entrance, next to FOS).

### 2.2 Organization Structure

Kfry Urban Korean, IOI Mall Putrajaya organizational structure consist of a Manager at the top. They have Kitchen Supervisor followed by Senior and Junior Cooks Kitchen Assistants. While another positions they have are Service Team Supervisor followed by Waiters and Waitresses.



### 2.3 Product / Services

Kfry Urban Korean, IOI Mall Putrajaya provides variety of meals. First of all, the bestseller product is Cheesy Fried Chicken Bumbuk followed by Chicken Wing, K'rispy Chicks, Rice Ball Jeu Meok Bap, K'spicy Noodles and for the dessert they have Bingsoo Series. Beside that, they also have variety beverages to choose such as Mojito Sparkling Ade and X'tra Virgin Cocktail.

### 2.4 Technology

The technology that Kfry Urban Korean used is the unique Korean Double Frying Method. The other steps to making this extra crispy fried chicken are similar to regular recipes: Brine the chicken, batter it up, and then put it in hot oil. After that, the temperature of the oil increase to 350° F for 2-3 minutes until it's crispier.