



# COMPANY ANALYSIS

MY Catering Enterprise

## TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY

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## EXECUTIVE SUMMARY

The purpose of the study is to find out the elements that are present in MY Catering Enterprise that makes them able to compete and marketable, particularly in Klang valley. Moreover, all the input obtained is very significant to create our own business in future. Furthermore, the point of view of the business is also important so that we could be able to incorporate the core of it into our own business model.

MY Catering Enterprise was launched in January 2002 with an idea to supply the demand of food for any feast. Izwan, the backbone that run this business said, he only want to help his business family at first which started by his father, Muhammad Yusoff. Then, he can see clearly the potential of this business to grow in future due to the changes of lifestyle. That's when Izwan saw the market opportunity, he enlarged the business by accepting a big quantity of order and always prepare various of food thus customer have many choices. For Izwan, the fundamental of being a caterer is to ensure the food always in scrumptious and have a top-notch services. Last but not least, MY Catering Enterprise offers a comprehensive list of wedding services that can help in every way of wedding style and budget.

## 1.0 INTRODUCTION

### 1.1 Background of the study

Case study research is one method that excels at bringing us to an understanding of a complex issue and can add strength to what is already known through previous research. Case study research emphasizes detailed contextual analysis of a limited number of events or conditions and their relationships. Researchers have used the case study research method for many years across a variety of disciplines.

From the perspective of case study research, theory building is an arduous process. Case study research generally does not lend itself well to generalization or prediction. The researcher who embarks on case study research is usually interested in a specific phenomenon and wishes to understand it completely, not by controlling variables but rather by observing all of the variables and their interacting relationships. From this single observation, the start of a theory may be formed, and this may provoke the researcher to study the same phenomenon within the boundaries of another case, and then another, and another (single cases studied independently), or between individual cases (cross-case analysis) as the theory begins to take shape. That is why grounded theory research is generally more useful in the conceptual development phase of theory building than case study research.

Technology entrepreneurship lies at the heart of many important debates, including those around launching and growing firms, regional economic development, selecting the appropriate stakeholders to take ideas to markets, and educating managers, engineers, and scientists. Unless a generally accepted definition of technology entrepreneurship is established, however, these debates lose their focus.

## 1.2 Problem Statements

Problem statement are used by businesses to execute process improvement projects. A simple and well-defined problem statement will be used by the team to understand the problem and work toward developing a solution. As this case study is more focus about services that are deliver through catering service, there are several problems been faced, which are as following:

### 1.2.1 Limited of manpower

Too many order at one moment cannot be cater sometimes. Thus, replenishment of worker needed to meet the demand. Beside, the bigger space and area for cooking also is require in order to accept the bigger quantity of service order.

### 1.2.2 Waiter is not well trained

Most of the waiter is a part time worker which just take this kind of work as second job during weekend. Thus, the lack of skill and training lead to the thing that cannot avoided such as drop the glass. Moreover, the waiter also not knowing the style of service depends on the event.

### 1.2.3 Lack of useful equipment

Despite of cooking space, deficiency of kitchen utensils make the duration of time to cook become longer. Thus, it clearly can see the connection needed in between place to cook and kitchen utensils in order to give an optimum service towards customer.

## 1.3 Purpose of the case study

A case study can be as in-depth descriptive study of a phenomenon, observed and analyzed in its naturalized setting. The case study usually required the person to practice applying knowledge and thinking skills in real situation. Therefore, the purpose of the case study is as the following:

- 1) To determine the problem and challenges faced by the company.
- 2) To analyze the company background.
- 3) To recommend the best approach to solve and minimize the problem occur.