



اُنْدُوْكَوْ رَسِيْوِيْ بِنْدِيْكَوْ لُوْكَوْ فَاْرَا  
**UNIVERSITI  
 TEKNOLOGI  
 MARA**



CASE STUDY

**SUSHI KING AEON SHAH ALAM**

COURSE	TECHNOLOGY ENTREPRENEURSHIP	
CODE	ENT 600	
PROGRAM	EE242	
CLASS	8E	
TITLE	REPORT OF CASE STUDY	
GROUP MEMBERS	<b>NAME</b>	<b>NO MATRIK</b>
	1. AMMAR YASIER BIN AZMAN	2016351735
	2. MOHAMED ARIEF BIN ADZAMEE	2016709279
	3. MUHAMMAD AMIR BIN ABDUL HAMID	2016718179
	4. MUHAMMAD SYAHMI IZZAT BIN MOHD AZLI	2016343733
	5. UNGKU MOHAMED ISMAIL ADRIAN BIN UNGKU ABDUL RAHMAN	2016317711
LECTURER	MADAM HAJJAH ZANARIAH BINTI ZAINAL ABIDIN	

A - m

## TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY.....	1
2.0 INTRODUCTION.....	2
2.1 Background Study.....	2
2.2 Purpose of Case Study .....	2
2.3 Problem Statement.....	2
3.0 COMPANY INFORMATION .....	3
3.1 Company Background.....	3
3.2 Organizational Structure.....	4
3.3 PRODUCT .....	4
3.4 TECHNOLOGY .....	5
3.5 STRATEGY.....	5
3.5.1 Business Strategy.....	5
3.5.2 Operational Strategy.....	6
3.5.3 Marketing Strategy .....	6
3.5.4 Promotion Strategy.....	7
3.6 FINANCIAL ACHIEVEMENT.....	8
4.0 COMPANY ANALYSIS .....	9
4.1 SWOT ANALYSIS.....	9
4.2 CONSUMER TREND CANVAS.....	11
5.0 FINDING AND DISCUSSION.....	12
5.1 Finding 1.....	12
5.2 Finding 2.....	13
5.3 Finding 3.....	13
6.0 CONCLUSION.....	14
7.0 RECOMMENDATION AND IMPROVEMENT.....	15
8.0 REFERENCES .....	16
9.0 APPENDICES.....	17

## 1.0 EXECUTIVE SUMMARY

This report provides a case study of Sushi King AEON Mall Shah Alam. Sushi King Sdn Bhd is a restaurant in Malaysia that serves Japanese cuisine. Sushi King has evolved from a single outlet to a well-known brand with over 100 restaurants nationwide. The target market of Sushi King AEON Shah Alam are teenagers, adults and senior citizen.

Research methods that used in this case study had been chosen appropriately to conduct a thorough investigation. The methods that had been chosen by the team include: interviews, surveys, and observations.

The first finding in this case study is Sushi King AEON Shah Alam facing customers dissatisfactory. Sushi King Aeon Shah Alam had **small space dining area** that contribute to heavy traffic during peak hour. Besides, the iPads used by the customers to make a food order have **system failure** which customer's order did not accept by the kitchen staff. Other than that, **short numbers of workers** in dining are also contributed to slow services problem. The **internet coverage** in the Sushi King AEON Shah Alam is also **very weak**. Customers cannot surf the web and use social media in the outlet.

Second finding is Sushi King AEON Shah Alam have loss of customers due to negative perception of Sushi King. This is cause by rumors spread that Sushi King is might not be halal since Sushi King outlet **did not show the official 'halal' certificate** from JAKIM. Other than that, **not all foods menu from Sushi King are available** in all their outlets.

Third finding obtain by the team is Sushi King AEON Shah Alam have low rating on their application. Customers **facing difficulties to log in to the application** and redeem their vouchers. The **terms and conditions stated on promotions are quite confusing** that lead to misunderstanding between customers and staff of Sushi King AEON Shah Alam.

Based on the observation and the findings, it can be found that Sushi King Aeon Shah Alam not in their best condition due to the problems and issues faced by the company. The major areas of weakness require further investigation and remedial action by management.

Recommendations suggested and discussed include:

- Recheck the problems on their application thoroughly and make an update so that there are no more system errors and confusion in the future.
- Hiring staff on delivering section as well as at the kitchen section.
- Provide variety of menu and add more beverages and desserts alongside.

## **2.0 INTRODUCTION**

### **2.1 Background Study**

The team had conducted a case study on one of Sushi King's outlet branches located in AEON Mall Shah Alam, Seksyen 13, Shah Alam. Sushi King Sdn Bhd is a well-known restaurant in Malaysia that serves Japanese cuisine. The target market of Sushi King are teenagers, adults, kids, and elders.

### **2.2 Purpose of Case Study**

The purposes of conducting this case study are listed as follow:

- To analyze the flow of operation of the Sushi King AEON Shah Alam.
- To identify issues and problems faced by Sushi King AEON Shah Alam.
- To come out with recommendations and improvements for Sushi King AEON Shah Alam.

### **2.3 Problem Statement**

There are several problems faced by the Sushi King AEON Shah Alam. The problems are listed as follow:

- **Outlet's Competitors**

There are competitors in AEON Mall Shah Alam serving unique Japanese cuisines other than sushi. This factor constantly pulls customers away and contribute to the loss of sales of Sushi King AEON Mall Shah Alam.

- **System Failure**

iPad that used in the Sushi King AEON Shah Alam for food ordering sometimes gives error result where the food ordered by the customers did not send to the kitchen. Besides, Sushi King phone application also faced the same issue where the app did not update recent promotion and customers having difficulties in redeeming the point.

- **Human Error**

Customers expect to be treated with good service by Sushi King's staff. However, unintentional mistakes are done by the staffs such no waiter come to the table when requested by the customers due to the lack of workers in the dining area.

### 3.0 COMPANY INFORMATION

#### 3.1 Company Background

Sushi King Sdn. Bhd. is a Japanese restaurant that serves Japanese cuisine in Malaysia. Sushi King was established in 1995, Sushi King's product was first introduced as a sushi on the kaiten or revolving sushi with quick-service restaurant concept. Sushi King has evolved from a single outlet in Kuala Lumpur to a well-known brand with over 100 restaurants nationwide and become the largest sushi chain restaurant in the country. Sushi King Sdn. Bhd. is a member of the Texchem Group Company, is one of the subsidiaries under Texchem Resources Bhd (Texchem).

Sushi King also ensures the safety of its product by implementing quality management. Sushi King not only provided catering services but moving a step forward from the competitor to have delivery service options via food panda and adding up Sushi King services to customers. With various product line up, Sushi King also caters the consumer in Malaysia with a variety of products instead of sushi like Sushi King Bento and Chicken Garlic Rice.

In Shah Alam, there are four Sushi King restaurant outlet and one of them is located at AEON Mall Shah Alam. The table below shows the information of Sushi King AEON Mall Shah Alam.

INFORMATION	DETAILS
Name of Business	Sushi King Sdn. Bhd.
Address of Business	Sushi King AEON Mall Shah Alam, Seksyen 13, 40100, Shah Alam, Selangor
Founder	Tan Sri Dato' Seri Dr. Konishi
Type of Business	Restaurant
Date Established	15 <sup>th</sup> March 2016
Main Activities	<ul style="list-style-type: none"><li>- Serve Japanese cuisines</li><li>- To give the experience of Japanese eating lifestyle to customers</li></ul>
Area of Business	2, 806 sq. ft.
Seating	148 nos.
Total Table	25 tables
Total Bar seats	16 nos.