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MARA



COMPANY ANALYSIS

PIZZA HUT SEKSYEN 7

TECHNOLOGY	: CASE STUDY
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TABLE OF CONTENT

	PAGES
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
EXECUTIVE SUMMARY	iv
1. INTRODUCTION	1
1.1 Background of The Study	1
1.2 Problem Statement	1
1.3 Purpose of The Study	1
2. COMPANY INFORMATION	2
2.1 Background	2
2.2 Organizational Structure	2
2.3 Products/Services	3
2.4 Technology	3
2.5 Business Strategy	3
2.6 Marketing Strategy	3
2.7 Operational Strategy	4
2.8 Financial Achievements	4
3. COMPANY ANALYSIS	5
3.1 SWOT	5 – 7
3.2 Consumer Trend Canvas	8
4. FINDINGS AND DISCUSSION	9
5. CONCLUSION	10
6. RECOMMENDATION AND IMPROVEMENT	11
7. REFERENCES	12

EXECUTIVE SUMMARY

A case study on Pizza Hut Seksyen 7 located at Seksyen 7, Shah Alam, Selangor has been chosen by the team. The team interviewed with the Restaurant Manager of the Pizza Hut Seksyen 7 on the company informations and SWOT analysis.

Firstly, the general information about the company has been carry out. Information from primary and secondary sources also has been used. The objectives of this study is to analyse the business background, service provided and technology used in the restaurant, to identify problems and issues that has been arise and to deduce some of the findings and come out with recommendations.

Then, the study on the business, marketing and operational strategy has been conducted in order to promote their restaurant. However, the team are unable to study on the financial achievements as it is confidentiality as said by the Restaurant Manager. Furthermore, the strength, weakness, opportunity and threat for the company were also has been extracted through the SWOT analysis together with the consumer trend canvas for better understanding.

Therefore, the customer needs and demands on the Pizza Hut Seksyen 7 has been analysed carefully and the solution to solve the issues that arises has been recommended.

1.0 INTRODUCTION

1.1 Background of Study

Case study on Pizza Hut Seksyen 7, Shah Alam have been conducted by the team. Pizza Hut is a fast food outlet located at Seksyen 7, Shah Alam, Selangor. It is a dine-in restaurant that has been operated since 1998 that target students and residents nearby. They are well-known for their hand-stretch pizza with sorts of other menus ranging from appetizers to desserts. Pizza Hut also in partnership with Ayamas Food Corporation Sdn Bhd, RIMA and Yum! Brands.

1.2 Problem Statement

Several problems have been found and discussed by the team were;

- Pizza Hut seksyen 7 has many customers especially during peak hours. Therefore, the crowded restaurant environment at Pizza Hut Seksyen 7 has cause a lagging time in waiting line and late services.
- Pizza Hut Seksyen 7 prepare a diverse menu that satisfy their customer taste bud. Nevertheless, the kitchen equipments are still inefficient to produce maximum results in preparing the food.

1.3 Purpose of The Study

- To analyse the business background, service provided, and technology used in the restaurant.
- To identify problems and issues that has been arise.
- To deduce some of the findings and come out with recommendations.