



COMPANY ANALYSIS

FAMILYMART, SS15

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING
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**PROJECT TITLE : AVAILABILITY OF FRESH FOOD AT
FAMILYMART SS15 FOR CUSTOMERS
SATISFACTION**

**GROUP MEMBERS : 1. DAMIA KAMILIA BT. AHMAD
2014682736
2. LUQMAN HARIZ B. SHAARANI
2014278148
3. MUHAMMAD LUQMAN B. ISMADI
2014852138**

LECTURER : MADAM HAJJAH ZANARIAH BT. ZAINAL ABIDIN

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EXECUTIVE SUMMARY

FamilyMart in SS15 is a popular convenience store where most people especially teenagers and young adults go to obtain freshly prepared snacks. However, our observation implies that the fresh food sells out quickly and is no longer available for the day. The problem leads the team to analyze the issue on the availability, selling and purchasing method of fresh food in FamilyMart in SS15.

This study's research method uses survey analysis conducted via questionnaires handed to random customers at a certain time. The answers revealed dissatisfaction and disappointment among the customers towards the constant unavailability of the freshly prepared food items.

The observation leads the team to a further discussion and come out with a solution on making it easier for customers to know the availability of the fresh food and pre-order food items. The team recommended on establishing an application which notifies the users whether the required item is available, the amount of the item and when will it be available.

The limitations to this study is that most of the customers in the SS15 FamilyMart are college students.



1. INTRODUCTION

1.1 Background of The Study

In line with the current shopping trend and habits, the traditional unorganized convenience stores in Malaysia is slowly replaced by the modern convenience stores. Consumers in urban areas tend to live hectic lifestyles; they value convenience and are willing to buy fresh food and other daily necessities at convenience stores. Convenience stores offer speed of service to time-starved consumers, who want to get in and out of the store quickly. These shoppers recognize this channel of trade for its convenient locations, extended hours of operation, one-stop shopping, grab-and-go food service, variety of merchandise, and fast transactions.

This case study is on FamilyMart, a Japanese convenience store franchise chain that not only sells daily necessities but also fresh food which becomes their unique selling point. The fresh food has a wide range of selection from pre-packed meals, ready-to-eat food, to on-the-go snacks. FamilyMart in SS15 is strategically located within the Taylor's College area and for that reason, the outlet becomes a pit stop or a go-to place for students to obtain food all day round. Apart from that, people are willing to endure the parking difficulties at the area just to acquire the fresh food at FamilyMart. It has been assumed that most people like going to FamilyMart because of the fresh food. However, based on our observation and personal experiences, the fresh food sells out quickly and is no longer available for the day. Thus, the team would like to analyze the issue on the availability, selling and purchasing method of fresh food in FamilyMart SS15.

1.2 Problem Statement

In FamilyMart, if the food is sold out, it is sold out for the day. This is because pre-packed and single-packed meals are delivered fresh from their central kitchen to respective FamilyMart outlets once daily only. Apart from that, the Ready-to-eat food is mostly unavailable after midnight which is a mishap considering that the area is mostly occupied by college students who search for late night snacks. Besides that, SS15 is an area well known for its troublesome parking especially during peak hours hence customers that finally obtained a parking spot may face disappointment when the food wanted is sold out. Looking at this problem from a customer's perspective, a solution should be addressed by putting the customer's satisfaction as a priority to avoid disappointment and to ease the customer's purchasing experience.

1.3 Purpose of The Study

- To study the efficiency of the availability and purchasing method of fresh food in FamilyMart SS15.
- To propose an alternative method for buyers to purchase the fresh food in response to the food availability issue.

2. COMPANY INFORMATION

2.1 Background

FamilyMart is a Japanese convenience store franchise chain that offers a food service besides other convenience items and is well known for its wide range of fresh, delicious and affordable Japanese style ready-to-eat food. It is considered as a game changer in the local convenience store scene with the new “Konbini” concept.

FamilyMart is founded by the Seiyu Group from Tokyo, Japan and has stores worldwide all around Asia. Malaysia is Family Mart’s 8th country after Japan, Taiwan, Thailand, China, Vietnam, Indonesia and the Philippines. It has expanded its chain in Malaysia in the year of 2016, having a total of 37 stores in Klang Valley and Genting Highlands as of January 2018.

QL Resources Sdn Bhd, a wholly owned subsidiary, Maxincome Resources Bhd is the company that brought in FamilyMart into Malaysia. The company aims to have 300 FamilyMart outlets in Malaysia in five years, starting from 2016. QL Resources Sdn Bhd and FamilyMart Co., Ltd. are confident that the consumer lifestyle which increasingly demands convenience with a comfortable and enjoyable experience augurs well for the brand in Malaysia. Among the factors weighing in their favor are the increasing urbanization and per capita consumption, young population demographics, and growing trend of proximity and convenience retail.

FamilyMart SS15 is located at Jalan SS15/8, Subang Jaya exactly within the Taylor’s College area. It is the 5th branch that is opened in Malaysia in early 2017 and is mostly occupied by families and youngsters, especially students. The SS15’s branch provides a public toilet complete with Japanese-style bidet and seating area for the customers which is smaller compared to the one in Subang Jaya Medical Centre.