



UNIVERSITI
TEKNOLOGI
MARA



TOK JANGGUT BURGER STALL

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF HEALTH SCIENCE
SEMESTER : 7
PROJECT TITLE : TOK JANGGUT BURGER STALL
GOUPI MEMBERS : 1. FARIDATUL AKMA BT ABD GHANI
2. MOHAMMAD NAQIB IHSAN MOHD NAZRI
3. MOHD ADHWA MOHD AYOB
LECTURER : PN HJH ZANARIAH BINTI ZAINAL ABIDIN

1.0 INTRODUCTION

Burger is a very popular food among Malaysians. It is one of the cheapest foods around. This case study is about Tok Janggut Burger stall located at Jalan Ronggeng 3 Taman Skudai Baru, Johor Bahru. But the waiting time for the customer is longer during the burger process. It's can effect the loyalty of the customer.

1.1 PROBLEM STATEMENT

The longer waiting time for customer during the burger process.

1.2 PURPOSE OF THE STUDY

Analyse the burger preparation process and to make the recommendation to improve and decrease the time waiting for the customer.

2.0 COMPANY INFORMATION

2.1 BACKGROUND

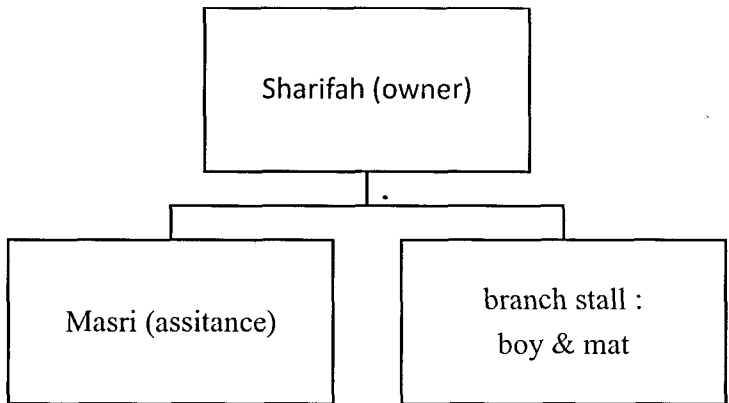
Business Information

- Business Name : Tok Janggut Burger Stall
- Business Address : Gerai Burger Jalan Ronggeng 3 Taman Skudai Baru, Skudai, Johor.
- Tel : 016-7666757 / 0106642602

'Tok Janggut Burger Stall' has been established as a Asian taste burger in Skudai, Johor Bharu. Their 12 years stall business was prepare vorius type of burger with taste of Asian and get caught Skudaian taste. Own by Sharifah Shariah Bt Syed Ahmad, motivated to started the business from hard life before. Now, Sharifah has own two Burger stall that located at Taman Harmoni 2 and their burger stall centre at Taman Skudai Baru. Run their business start from 6pm to 2am 6 days per week. Stall will closed on sunday. Total product sold around 150 to 200 unit per day and total income per day around RM 1,500. Their costumer choice product was Tok Janggut Burger Special.

2.2 ORGANIZATIONAL STRUCTURE

Just simple organization structure of 'Tok Janggut Burger Stall', this business was managed by its own, Sharifah. Burger stall centre at Taman Skudai Baru was run by itself and assisted by his husband, Masri and branch stall was run by Boy and Mat (workers).



2.3 PRODUCTS/SERVICES

Burger products from 'Tok Janggut Burger Stall' consist of 6 major products which are :-

- Original
- Oblong
- Grilled
- Frankfurter
- Special

Each product can be present in various versions of burger such as, plain, with cheese, egg wrap and double patty.

2.4 BUSINESS MARKETING, OPERATIONAL STRATEGY & ACHIEVEMENTS

BUSINESS MARKETING

'Tok Janggut Burger Stall' have their own Facebook Page to promote their product and update their latest promotion. But Sharifah have no others future marketing plan to promote their product to get more costumer.

OPERATIONAL STRATEGY

Sharifah has their own strategies to make her product as Skudai choice compare to others burger from another stall. Sharifah will make sure all the ingredient keep fresh to make a burger. She also will control cool chain of all chill ingredient to make sure the ingredient don't rotten in and make sure all the burger are the best product. Beside that, she also use a few type of spice in producing a burger to give an Asian taste on the burger.

ACHIEVEMENTS

The best achievements of 'Tok Janggut Burger Stall' is when Sharifah expend her business with opening new stall at Taman Harmoni 2 in 2011. The top total product sold is nearly 300 burger per night on 2011 have been the busiest night for Sharifah in her business. In 2018, new 'Tok Janggut Burger Stall' will be launch in other strategic place outside Skudai area.

3.0 COMPANY ANALYSIS

3.1 SWOT

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> Variety of choices Made directly in front customer Consistently quality of food Affordable price Strategic places(outlet) 	<ul style="list-style-type: none"> Low consumers loyalty Costumer service not consistent each outlet Lack of promotion No description menu
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> New direction of stall food industry New snack for special occasion Growing market of fast food Opportunity of entrepreneur to communicate with costumer trough online. 	<ul style="list-style-type: none"> Costumer in Malaysia more attracted to promotion or offer. High income level costumer not attracted with stall food. This market currently dominated by McDonald's.

3.2 CONSUMER TREND CANVAS

ANALYZE		APPLY	INNOVATION
BASIC NEED	DRIVERS OF CHANGE	INNOVATION POTENTIAL	
<ul style="list-style-type: none"> Time saving Do not wait too long for the burger order 	<ul style="list-style-type: none"> Healthy food Online 	<ul style="list-style-type: none"> Make an healthy fast food with going green packaging Improving marketing and attraction of product. Online order and Delivery service. 	
CONSUMER EXPECTATION	INSPIRATION	WHO	
<ul style="list-style-type: none"> Various taste Urban style Low cost 	<ul style="list-style-type: none"> Mc Donald's Uncle Bob Fried Chicken Subway 	<ul style="list-style-type: none"> Youngers Nearby Community 	