



اَبُو سَيِّدِي تَيْكُونُ لَوْ كُنِي مَبَارَا
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CASE STUDY

RAMLY HALAL MART

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EXECUTIVE SUMMARY

Ramly Halal Mart has been recognized by all people around Seksyen 2 or UiTM students. Ramly Burger was established in the year of 2014 which managed by En. Shamsul Zairee. This company was provided two sections in their business which was frozen food and fast food selling. Ramly Halal Mart was currently stands as one of the biggest Ramly Burger in Shah Alam area.

This company leads with sales of RM 4000+- per day. Although the company has quite high number of sales, but their sales majority got from frozen food or supply products. They were got low profits according to their restaurant sales. Based on analysis, low profits from restaurant sales due to the facts of higher price of fast food plus there were food courts in front of their premise. Hence, for sure people will go and buy foods with lower prices. Therefore, Ramly Halal Mart was makes another strategies which upgrade their menu in their restaurant to gain more profits.

The major problem faced by Ramly Halal Mart related to marketing issue, inhospitality and customer preferred preferences. The problems that related to the marketing are profits that they earned every month mostly from supply products. This is happen because people surrounding them did not notice that they also opened restaurant that selling fast foods. Furthermore, they lack of hospitality due to workers did not welcome customers warmly and when this happen customers might not recommend this restaurant to others.

Due to this analysis, it is recommend that the company should improve their marketing strategies to enhance people went to their restaurant or franchise and they should come out with new menu for their restaurant since they have a lot of competitors around them. Ramly Halal Mart also needed to improve in terms of hospitality skills to make sure customers not complained about their services. Therefore, they can achieve their aim to increase sales fairly according to frozen food sales and restaurant sales.

1.0 INTRODUCTION

1.1 Background of Study

Ramly Burger is an established burger patty company in Malaysia. It is known to many that Ramly has always been the first choice for Malaysian style burger. Recently, they came up with ideas of opening franchise on preparing ready to eat burger using their products. Which leads to the team study main focus is on Ramly Halal Mart in Seksyen 2. At this franchise, the business focus on frozen food and fast food selling. There are two different sections dividing these two types of business. Their business operation is every day including weekends from 10 am to 10 pm. During our visit, the team managed to hold a short interview on the franchise. Despite being a well know brand name, Ramly Halal Mart Seksyen 2 still faces problem of attracting customers into its premise.

1.2 Problem Statement

Based on observation and information that the team gained from the interview, there are few problem that Ramly Halal Mart Seksyen 2 faced throughout their business.

a) Customer preferred preferences (availability of several Medan Selera and other restaurants nearby)

The reason as of why some people preferred Medan Selera and other restaurants are probably because of variety of food to choose from and also the price range of the food are cheaper for certain foods. To cater this problem, they need to work on building the brand of Ramly Halal Mart Seksyen 2. When people trust the brand, price is not the concern.

b) Lack of marketing and hospitality

The team learned that Ramly Halal Mart Seksyen 2 average profit is RM4000 per day but this solely comes from frozen food profit and only small portion comes from the fast food section. This shows that their frozen food section does not bring that much of profit to them and might as well brings negative revenue which