



اَوْنُوْرُ سِيْتِي بَاتِي كُوْلُوْمِي مَارَا
UNIVERSITI TEKNOLOGI MARA

COMPANY ANALYSIS



**CASE STUDY : KENTUCKY FRIED CHICKEN PUNCAK ALAM ,
SELANGOR.**

SUBJECT : TECHNOLOGY ENTREPRENEURSHIP (ENT 600) - CASE STUDY

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EXECUTIVE SUMMARY

This report and study to provide the analysis and examine about the services problem of customer at KFC Puncak Alam that has many feedback from customer about the quality of services from staff to customer .method of analysis will be looked included the strength , weakness , opportunity and treat that has been use in this study . as the result we found there are major issues that has been identifies , firstly the service is too slow , the staff unfriendly and unfair in services.

The report finds the prospects of the company in its current position are not positive. The major areas of weakness require further investigation and remedial action by management. our recommendation to improve the service with Provide the self service kiosk with create the digital kiosk and table services that can be able to solve the problem.

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1.0 INTRODUCTION

1.1 BACKGROUND STUDY

KFC is a fast food restaurant specializing in Original Recipe fried chicken. KFC in Puncak Alam is popular among student because it is located near to UiTM Campus Puncak Alam and local resident near there and the only one of KFC store in Puncak Alam.

1.2 PURPOSE OF THE STUDY

Our purpose is to study the effective of the delivering order at KFC Puncak Alam. From our study, we study the method used to improve the delivering order to decrease waiting time and make less mistake .

1.3 PROBLEM STATEMENT

In our observation, we analysed that the problem associated in KFC Puncak Alam is the wrong orders delivered to customer and the long queue during peak hour .

2.0 COMPANY BACKGROUND

2.1 BACKGROUND

KFC is an American fast food and it is the world's most popular chicken, specializing in that same Original Recipe along with Extra Crispy chicken and home-style sides. There are over 20,500 KFC outlets in more than 125 countries and territories around the world. In Malaysia, The first KFC restaurant was opened in 1973 on Jalan Tunku Abdul Rahman. From the first establish, There are more than 500 KFC Branch in Malaysia. Our case study are at KFC Puncak Alam and its strategically located near to UiTM Campus Puncak Alam and also near to the residential area and facilities.

2.2 ORGANIZATIONAL STRUCTURE

