



# COMPANY ANALYSIS

## RZ NASI KUKUS PUNCAK ALAM

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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# 1. INTRODUCTION

## BACKGROUND OF THE STUDY

This study aim for us to being exposed with real business challenge. It enhance our critical thinking how to confront and deal the problem better in the future. Besides, it make us more prepare before involve in any business and plan well before face it.

Basically, this course provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings besides that focuses on the development of skills or attributes that enable the realization of opportunity, where management education is focused on the best way to operate existing hierarchies.

## PROBLEM STATEMENT

Entrepreneurs that have made the "leap" to starting and growing a small business are investing significant amounts of energy, time, and money to this effort. These investments are worth in the future. Those who are not engaged in starting and operating a small business often underestimate the value of recognition of efforts of small business owners. In this case, restaurant is located at a strategic location, but, has a lot of restaurants around it which makes the competition higher. Hence, we wanted to see does the owner has initiatives to use most of technologies available to promote his business even better. Moreover, customers sometimes complained of food quality, and, how to overcome this issue.

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## PURPOSE OF THE STUDY

- To study the effective use of a media social in order to commercialize the business
- Make some recommendations to enhance their business's income.



## 2. COMPANY INFORMATION

### Background

RZ Nasi Kukus Puncak Alam is a restaurant and catering of “Warisan Masakan Melayu”. The founder of this business is Dato’ Seri Dr Rusli Zaman. He is a YB’ Deputy Minister of Health Malaysia and also an Advisory Director of Communications Ministry of Finance Malaysia. This restaurant has 9 branches all over West Malaysia including Puncak Alam . The other branches are at Section 7 Shah Alam, Damansara, Kuantan, Skudai, Kubang Kerian, and Klang.

RZ Nasi Kukus Puncak Alam has been established since 2 years ago on the 27<sup>th</sup> of October 2016. The location of this restaurant is at Jalan Dataran Suria 15/7/3, Section 15, 42360 Puncak Alam, Kuala Selangor. The manager for this branch is Encik Radja Iswara and being help with the other 8 staffs.

This restaurant serves Nasi Kukus Ayam Berempah and all types of drinks including fruit drinks. This restaurant opens every day, at 10.00 am and closes at 12.00 am including public holidays.

### Organizational Structure

#### RZ Nasi Kukus Organizational Chart

