



Title

Case study – Oldtown White Coffee, Sungai Buloh

Course

Principles of Entrepreneurship

Course code

ENT 530

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Acknowledgements

Alhamdulillah, we were grateful that with all His Blessings, we managed to carried out and finished up this case study. We would like express our gratitude towards Ms. Nurul Asyikin Ishak, the manager of Oldtown White Coffee outlet in Sungai Buloh and her crews for their warm welcome and cooperation while having the interviews. We also would like to thanks our lecturer, Madam Zanairiah Binti Zainal Abidin for her courtesy in providing effort and guidance for us to complete this assignment. Last but not least, to our team members who had contributed their time and energy to carry out this case study.

Executive summary

This case study is carried out by studying and observation made at Oldtown White Coffee Sungai Buloh. The reason why we pick this outlet is because it is a well-known F&B outlet and located near to UiTM Kampus Puncak Alam. This case study was conducted by interviewing the manager of the outlet.

We had arranged an appointment with the manager before visiting the outlet. We also prepared some questionnaires for her and received well response. Apart from that, we also studies on the background of the company by browsing the internet.

1. Introduction

1.1. Background of the study

Conducting a case study by having an existing company is a compulsory element in ENT530. For this case study, we had conducted interviews and observations to study the Business Model Canvas and SWOT Analysis of Oldtown White Coffee outlet in Sungai Buloh, Selangor. The address of the outlet is at No.67 – G, Jalan Nautika BU 20. B, Section U20, Pusat Komersil TSB, 40160, Sungai Buloh, Selangor. The type of business of this premise is food and beverage and it is a halal certified restaurant.

1.2. Problem statement

This case study is conducted to investigate the situation faced by a food and beverage operation especially in handling problems regarding their human capital and unoptimized funds. By the end of the report, we will conclude what causes the outlet faced shortage in their employees and how they should tackle the situation.

1.3. Purpose of the study

The purpose of this study is to observe and investigate on how a well-known F&B operation handles their business operation and how the management of the outlet managed their human capital in order to fulfill the requirement by the company and stakeholders.

2. Company information

2.1. Background

Oldtown White Coffee is a well-known F&B business operation which has many outlets in Malaysia. As until January 2019, they had established 244 outlets. Not only that, they had already spread their wings to some Asian countries such as in Singapore, Indonesia, Myanmar and Hong Kong.

They started out their business operation by selling white coffee in their Kopitiam in Ipoh since 1999. In 2005, they expanded their business by opening their chain café outlets. In addition, the Sungai Buloh outlet was established in November 2011. The target market of this outlet mainly on residents and people who works around the area.