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COMPANY ANALYSIS

FARAH TOMYAM RESTAURANT

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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INTRODUCTION

1.1 Background of the Study

- Farah Tomyam Restaurants which located at Felda Bukit Cherakah, Meru is a food servings restaurant were chosen for our case study project.
- The restaurant is making a food servings that are specialized in Thai food?
- The restaurant have met the requirements for our case study because of their insufficient technology being used in the organization.

1.2 Problem Statement

- Zolkepli Sdn Bhd facing problem in terms of its food services and marketing.
- Have experiences for-wrong food ordering during peak hours because of insufficient number or workers in the restaurant.
- The restaurants also poor in online and mass media promotions through Facebook and Instagram.
- The location of the restaurants unsuitable for food servings because it is located beside the roadways.

1.3 Purpose of the Study

- To study the effective use of a particular technology used in the organization.
- To recommend an efficient food servings to enhance the production of the company.

COMPANY INFORMATION

2.1 Background

- Farah Tom Yum Restaurant is a Thai *halal* food restaurant addressed at No 7, Felda Bukit Cherakah 1, Meru, 42200 Klang, Selangor have operated since the early 1990s to serve mostly Malaysian Muslim consumers.
- The restaurant was run by Thai Muslims family members. The restaurant was opened from 5:00 p.m till 12:00 a.m.
- There are 5 Thai workers included the owner where most of them have a difficulty in speaking of Malaysian language.
- Is it estimated that the profit of this restaurant is RM 1000 per month.

2.2 Organizational Chart

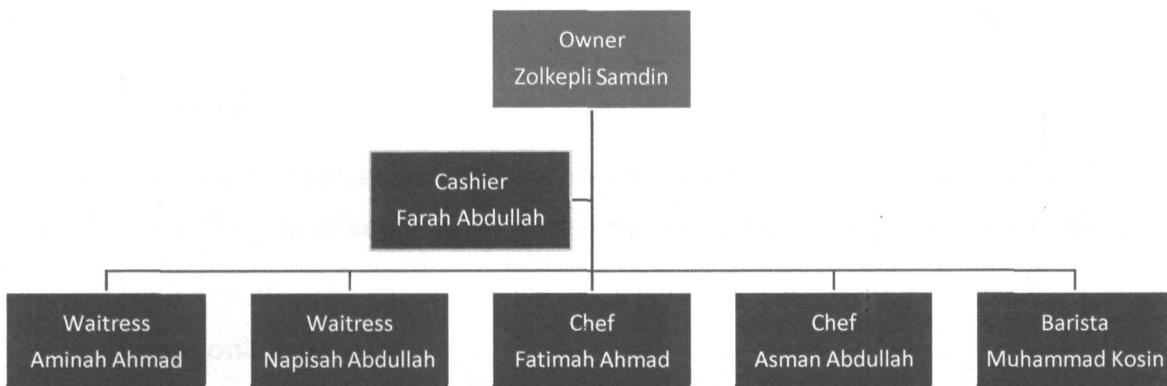


Figure 1: Organizational chart of Farah Tomyam Restaurant

2.3 Products / Service

- Farah Tomyam Restaurant is a Thai food restaurant.
- The foods that being served are originally recipes from Thailand.