



اَوْنَبُوْرَسِيْتِي تِيكِنُوْلُوْ كِي مَبَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

FACULTY OF ADMINTRATIVE SCIENCE & POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1104C

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

UNPLUGGED COFFEE CAFE

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SUBMISSION DATE :

29 MARCH 2019

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EXECUTIVE SUMMARY

This case study is to summarize the company's background, the problems that they are facing, how do they manage their business and the solutions to their problems. The method used was face-to-face interviews with the owner of the cafe itself. We have chosen Unplugged Coffee Cafe as our company that we interview since we are planning to open our own coffee shop. Based on the interviews that we have done with the owner, Unplugged Coffee Cafe decided to open its business because the owner has been aiming to open a cafe that is inspired by Italian culture, and he wants to bring the Italian delicacies here. Other than that, the location is also strategic because it is near to universities like UiTM and UNIMAS. The location is in Desa Ilmu, Kota Samarahan. Last but not least, the owner also aims to serve affordable prices for coffees with high quality custom-made coffee beans.

We are focusing on the beverages shop call Unplugged Coffee which is located at Desa Ilmu in Kota Samarahan, Sarawak. Unplugged Coffee Cafe offers its services by serving varieties of coffee for every customers..

1. INTRODUCTION

Our group is doing a case study about a cafe that is known as “Unplugged Coffee Cafe”. It is located at Desa Ilmu, Kota Samarahan, Sarawak. The cafe has only been operating for 2 months so it is considered as a new cafe. Unplugged Coffee Cafe provides variety of foods and beverages. In order to know more about Unplugged Coffee Cafe, we interviewed the manager and the owner of the cafe itself.

The purpose of the case study is to investigate deeply and analyze the overall problem faced by the cafe. We have selected this cafe to investigate and learn the problems faced by the cafe on how they handle and organize their business in order to achieve financial goals. It exposes us more to the entrepreneur field and trains us to become an entrepreneur.

In this case study, we can also learn how to be a successful entrepreneur. In addition, making a research about this case study also can enhance our creativity level. This is because in order to become an entrepreneur, we should think of how to solve problems, creating a new product and many more. We are able to study the situation and mark the existing problems that need to be solved through this case study.

Last but not least, the purpose of case study is also to improve our confidence level. To become a successful entrepreneur, we need to have high level of confidence in order to runs the business. Other than that, an entrepreneur usually will take any risk to runs the business and that is of the reason why we need to have confidence.

2. COMPANY INFORMATIONS

2.1. COMPANY'S BACKGROUND

Unplugged Coffee Cafe was established in January 2019 so it is considered as a new cafe. In order to achieve their life goals of opening a cafe, the owner of this cafe, Muhammad Razin and his friend, the Co-Owner Mohammad Hamza have opened a cafe at Desa Ilmu. They chose this place as it is near to the universities and houses so they are targeting universities students and the residents of Desa Ilmu. Unplugged Coffee was an idea inspired by Starbucks. This cafe is named as Unplugged Coffee because they are making coffee by brewing the beans manually, hence, they are not using any coffee machines. Obviously, this cafe is known because of its coffees as they have imported the coffee beans specially customized so that it will taste different than other coffee cafes. Besides coffees, they also serve different type of beverages such as Green Tea, Chocolate Iced Blended, Iced Milo and others so for non-coffee lovers, they can try these beverages. Not only that, they also offer western foods such as Chicken and Tuna Cheese Croissant, Jumbo Sausage Sandwich and Jumbo BeefBurger. Unplugged Coffee is open from 12pm to 10pm so people can enjoy their evening tea time there.