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UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

CASE STUDY

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TYPE OF BUSINESS : CAFE

PREPARED BY:

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## 1. EXECUTIVE SUMMARY

The Library Coffee Bar opened their branch in ST3, Kuching to expand their business. The main branch is at Vivacity Shopping Mall, Kuching. There are varieties of beverages that are produced by this company. In total, there are 3 branches of The Library Coffee Bar in Kuching. They will expand their business in other place soon.

Other than that, there are few types of sandwiches that are also being made by the company. The branches of the company will start their operation hour from 10am until 10pm. In this case study, there are a few elements that we have studied which are:

- (a) The company's problem identification
- (b) Company analysis
- (c) Discussion on major problem
- (d) Recommendation to the problem

There are a few problems occur within the company in order for they to expand their business. There are also ways for the company to solve and improve on what should they do in order to fix the problems from arises nest time by making analysis using the SWOT Analysis.

## **2. INTRODUCTION**

The case study is about The Library Coffee Bar, a company that sells beverages, western foods, cakes and sandwiches and which focus mostly on coffee. This company introduced many kinds of western foods to the customer. This Library Coffee Bar become well known among customers. There are 3 branches in Kuching which located at Vivacity Shopping Mall and ST3 opposite to The Spring shopping mall. This company is using Franchise business model.

The purpose of this study is to know how The Library Coffee Bar promote their business and find out how to let the public know the business. It is also to find any issues or problem that face by the company. Whether the problem or issues will bring negative effects to the company and to recommend solutions on how it will solve the problems or issue.

### 3. COMPANY'S BACKGROUND

The Library Coffee Bar established this business in Malaysia in the past 5 years ago, and this business had been started at Kuching since 2015. The Library coffee bar had 18 franchise which include in Kuala Lumpur, Melaka, Johor and Penang area.

Organizational structure in this company is they have service group which is cashier, barista and kitchen helper. This company using multitasking work so one person can hold two roles in that company. The reason the use multitasking work is because they can learn more and do the work better as well and not only do one particular thing of work and at the above they have supervisor and assistant and above supervisor they have manager or assistant manager. Business model for this company in term of franchise and manufacturer is their design and the menu of the company had been prepared by the branch of Kuala Lumpur but in Kuching branch they do they own self-improvement for example they add new menu and new promotion in Kuching.

This company had business model like franchise model Franchise model is something that consistent and fixed in term of their menu in the company all the Malaysia. Each of the company have their own promotion and they came their own special menu so, the company have fixed menu and promotion menu. Franchise is everything should be all the same and the way of doing that work. The type of product that provide at this company is beverage, pasta, sandwiches and waffles

Marketing strategy that have been used for this company is by promotion. Customer will look for their budget to eat at certain place and they will go to the place depend on their budget. Marketing strategy have to depend on the budget of everybody. They also promote their own company through Facebook. This an effective way to promote their company and they will spread the news through certain advertisement like magazine and banners so that teenager especially student and middle age people will look for the advertisement. Financial achievement for this company must be able to cover all expenses and overhead. the most important financial achievement for this company is they need to be sustainable.