



جامعة تكنولوجى مارا  
UNIVERSITI  
TEKNOLOGI  
MARA



**CASE STUDY: COMPANY ANALYSIS  
TNL CAFE (Platinum Setup SDN BHD)**

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

<b>FACULTY</b>	: FACULTY OF ART & DESIGN
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## TABLE OF CONTENT

	PAGE
<b>ACKNOWLEDGEMENT</b>	<b>2</b>
<b>TABLE OF CONTENT</b>	<b>3</b>
<b>LIST OF FIGURES</b>	<b>4</b>
<b>LIST OF TABLES</b>	<b>5</b>
<b>EXECUTIVE SUMMARY</b>	<b>6</b>
<b>INTRODUCTION</b>	<b>7</b>
<b>1.1. Background of The Study</b>	<b>7</b>
<b>1.2. Purpose of The Study</b>	<b>7</b>
<b>COMPANY INFORMATION</b>	<b>8</b>
<b>2.1. Background</b>	<b>8</b>
<b>2.2. Organizational Structure</b>	<b>9</b>
<b>2.3. Products</b>	<b>12</b>
2.3.1 Asian Cuisines	12
2.3.2 Western Cuisine	14
2.3.3 Fusion Cuisine	16
2.3.4 Desserts	17
2.3.5 Cakes	18
2.3.6 Drinks	19
<b>2.4. Business, Marketing, Operational Strategy</b>	<b>21</b>
2.4.1 Business Strategy	21
2.4.2 Marketing Strategy	22
2.4.3 Operational Strategy	23
<b>2.5. Financial Achievements</b>	<b>23</b>
<b>COMPANY ANALYSIS</b>	<b>24</b>
<b>3.1. SWOT Analysis</b>	<b>24</b>
<b>4.1. Findings</b>	<b>26</b>
<b>4.2. Discussion</b>	<b>26</b>

## **EXECUTIVE SUMMARY**

In this case study, we first began with collecting the general information of the company and most of the information managed to be collected through an interview with Puan Anith Athirah who has provided us with all sources of information about her business. Information is gathered through the primary and secondary source as well in which we managed to get it by surfing the internet. In the second part of the report, it contains the specialized subject study in which we provided the objective of the project which is to work on the background, organizational structure and services that TNL Cafe provides.

This case study also provides the evidence in which we portray the company's product including the pricing range. We have also included the marketing strategy for the company which was explained and presented by Puan Anith during the interview the other day.

## **1. INTRODUCTION**

### **1.1. Background of The Study**

This case study is one of the group assignments appointed to the bachelors degree students in UiTM for the course, Principle of Entrepreneurship (ENT530). ENT530 is a course that focuses on building up a basic understanding of entrepreneurship skills among students that will motivate and navigate them in any entrepreneurial activity in the future. The students will be exposed with business-relevant skills and knowledge as nowadays, not only business fields but any fields can be related to entrepreneurship.

This entrepreneurship course requires students to be innovative, creative and collaborative with others in order to identify the real problems or situations in a business and then find possible solutions to overcome them. This helps in nurturing students' personal growth and development as they will be trained to use problem-solving skills and think out of the box which will be useful in their career later.

For this case study, students are required to apply their ideas and knowledge to analyze the real situation in a business to identify major problems, recommend relevant solutions and explain how to implement the solution. In order to do that, students need to search for a micro business, collect information by conducting an online interview with the person in charge of the business and then using SWOT analysis.

### **1.2. Purpose of The Study**

Case study is referred to as a type of research design executed to analyze the characteristics of a specific case—like occasion, event, incident, person or any specific subject matter—over a certain period of time. In the context of entrepreneurship, the purpose of case study research is to describe and explain what the company or business can provide to others, how they improve costs, productivity or efficiency, and how clients or customers are successfully persuaded by their products. Case study also helps to identify possible flaws and problems within the business, then to be analyzed by the students using their knowledge and thinking skills to come up with relevant solutions to the problems.