



اَوْبُو سَيِّدِي تَيْكُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



**FACULTY OF BUSINESS MANAGEMENT
HUMAN RESOURCE MANAGEMENT (BA243)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
CASE STUDY: COMPANY ANALYSIS**

RESTORAN SRI PUTERI

SEMESTER : 4
PROJECT TITLE : CASE STUDY ON RESTORAN SRI PUTERI
NAME : SYED ALI ZAINALABIDIN BIN SYED HOOD
NURUL NADZIRAH BINTI ABD HALIM
NOR FARAHIN BINTI CHE MAHMOOD
SITI NURAZIAN BINTI WAHID

LECTURER : MADAM NOORAIN BINTI MOHD NORDIN

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLES	v
EXECUTIVE SUMMARY	vi
1. INTRODUCTION	7
1.1 Background of The Study	7
1.2 Purpose of Study	8
2. COMPANY INFORMATION	9
2.1 Background	9
2.2 Organizational Structure	10
2.3 Product / Services	11
2.4 Business, Marketing, Operational Strategy	12
2.5 Financial Achievements	13
3. COMPANY ANALYSIS	13
3.1 SWOT	13- 16
4. FINDINGS AND DISCUSSION	17
5. CONCLUSION	18
6. REFERENCES	19
7. APPENDICES	20-23

EXECUTIVE SUMMARY

“Restoran Sri Puteri” founded by Puteri Erny Yatie Binti Hashim around 2011. The business has been open around 10 years. In 19th June 2021, a group from BA243 4A had conducted an interview with the owner of the restaurant, Puteri Erny Yatie Binti Hashim. The interview conducted in “WhatsApp” voice call since it the only applicable option that the team and the owner can used. This interview is for the purpose of case study, seeking information from people business. The scope that we are looking for are business background, product, marketing, financial status, and the important one is SWOT analysis.

The background is all about how the owner starts the business. The owner wanted to have this restaurant because of the name of the restaurant used to belong to her grandmother who had passed away a long time ago. With dedication, the owner reaches a dream to open in back, as assuming that the owner wants to grand reopen the name of the restaurant. Other that, seeking information about her product or service and how she used the marketing skills to expand her business. This is way the team learn and experience, how people control their business perfectly. The case study also conducts based on during pandemic of Covid-19 and before the pandemic else well. This way, people can learn how business can adapt during this time. Lastly, the case study to view the SWOT analysis of the restaurant but in the owner perception and observation.

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

All UITM students who pursue studies at the degree level must take the Principles of Entrepreneurship course (ENT530). This is intended to give students knowledge of the businesses out there. In this course, students will make a case study related to any business or company that they are interested in. Through this assignment students will interview business owners to find out information about the problems and challenges they have to go through while running their business. Next, students will analyze the problem and find solutions related to the problems that occur in the company. Students will be more creative and have a lot of knowledge related to business through this case study. In addition, students will be more exposed to the right way of managing a business. Therefore, this case study is a good learning method for students to understand how every problem in business can be solved.

1.2 PURPOSE OF THE STUDY

The purpose of this case study is to show exposure to students on how a business is run out there. Through this learning, students will be able to better understand how the production of a business is run. This is intended to make students better prepared to face the challenges they may have to go through when they graduate from university. In addition, students will be able to learn appropriate ways for them to approach and interact with their chosen industry. This case study can tell students about how a product and service run by a business can provide maximum profit to the company by meeting the needs of their customers.

This case study involves a research methodology. It can be defined as the intensive study of a person, a group of people aimed at generalizing several units. The main objective of this case study was to identify the problems faced by the business owners selected by the students as a result of the Covid-19 pandemic by using SWOT analysis method. This method is great to use in business to analyze the strengths, weaknesses, opportunities, and threats that exist in the business. Be found many businesses were affected due to Covid-19. Some businesses have had to close down the businesses they are running because they cannot afford all the costs especially small businesses. This case study also focuses on the client's perspective. This is said to be so because it describes the processes and outcomes that result from the implementation of products and services from the customer's perspective. This case study not only focuses on the customer, but it also shows how a product of the company is successfully used.