



CASE STUDY: COMPANY ANALYSIS

MAKSU NASI AYAM MALAU

Principles of Entrepreneurship (ENT530)



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1. ACKNOWLEDGEMENT

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Besides that, a big thank we address this to our lecturer, Pn. Rahayu Hasanordin because without her guidance, our project cannot be done properly. She always gives us support and guides us on how to carry out this case study and present the case study as clearly as possible. It was a great privilege and honor to work and study under her guidance.

On the other hand, thank you to Mrs. Siti Fatimah, the owner of Maksu Nasi Ayam Madu for letting us conduct an online interview even though she has a tight schedule. Thank you for all the input and information that she willing to share during the interview. We would also like to thank her for her friendship, empathy, and great sense of humor.

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2. EXECUTIVE SUMMARY

For this case study, we decided to choose a micro-business company which is Maksu Nasi Ayam Madu. In this case study, we provided the company information, where we explain the background of the business, organizational structure, marketing, operational strategy, and financial achievement. Maksu Nasi Ayam Madu who are owned by Mrs. Fatimah sells variety of food such as Nasi Ayam Madu for the main menu, Mee Curry, Bone Soup with rice, chicken porridge, and others. The business was run by Mrs. Fatimah and her husband from March 2013 until now. Now, she has three subordinates to control the business under her guidance.

Besides, we also identify SWOT analysis for Maksu Nasi Ayam Madu. For SWOT analysis, it is one of the advantages to identify the strength, weaknesses, opportunities, and threats of the business that can reduce the chance of failure by understanding what the business is lacking and eliminating hazards that would catch the business unawares. Furthermore, this case study also shows findings and discussions of Maksu Nasi Ayam Madu. After we conducted an online interview with the owner, we identify that the major problem that has been faced by this business is limited seating spot, and lack of marketing strategy. Here, we also provide solutions for the business to overcome those problems.

3. INTRODUCTION

Background of The Study

Principle of Entrepreneurship (ENT530) is one of the elective subjects that need to be taken by all UiTM students at the Bachelor level. This course is designed for students who are interested in creating a venture, acquiring an existing business, or working in start-ups or corporate venture companies. In this course, student will be conducting a case study for small or micro businesses in any industry and conduct an online interview. Students are required to collect as much information about the companies and identify several problems that are faced by the business or company. Therefore, students will analyst the problem using SWOT analysis and find the solution to overcome the problems. By doing this case study, students will be exposed to how a real-life business run and operated. In this case, we are conducting a case study of Maksu Nasi Ayam Madu, which is a business that provides services for food and beverages.

Purpose of The Study

The purpose of the study allows businesses to show how their product can be used. The main purpose of case studies is to show us the story where they illustrate how their product or service can be used, and why it is beneficial to customers or users. In this case studies, it is also focus on the customer's perspective. Instead of talking more about their businesses, they should focus on how a customers used their product. Furthermore, they get to describe the process and the results of implementing their product from the customer's perspective.

