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HUMAN RESOURCE MANAGEMENT

ENT530 : PRINCIPLES OF ENTREPRENEURSHIP

CASE STUDY REPORT
"NASI LEMAK CHE TA"

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BACKGROUND OF THE STUDY

As we all know, Malaysia is a multiracial country with a population of about 20million people, this also causes the making of different cuisine appears in this lands. Among all of the delicious cuisine, there is one most popular dish based on rice that mostly accepted by all ethnic groups of Malaysia, we called it 'NASI LEMAK.

Malay people have formed out many kinds of traditional food and drink. Among all of the local food, nasi lemak is the most popular cuisine that has designed by them.

Nowadays, Nasi Lemak can be served with a choice of different curries and it also can be served with other cuisines like rendang meat, fried chicken, squid, and many other delicious side dishes.

The background features a large, irregular orange shape on the left side. To its right, there are two smaller circles with diagonal hatching. At the bottom, there is a stylized orange line drawing of a pair of glasses. The text 'PURPOSE OF STUDY' is written in a bold, dark brown, sans-serif font across the middle of the orange shape.

PURPOSE OF STUDY

The main purpose of this case study is to develop or demonstrate an understanding to students about how to run the business in a real-life case. This can show an exposure towards the student regarding how the production world really works.

For our intent and purposes, we did an interview with one of our selected business, Nasi Lemak Che Ta which has been developed since 2017 with a capital of RM300 at the beginning of the business.

Hence, this case studies allow business to illustrate how their business is running and how their product or service can be used. From this approach, students may grasp a better understanding on how the business operates in the real world.

EXECUTIVE SUMMARY

The business that have been chosen by Che Ta is Nasi Lemak which is a good choice for she to start her business because we as Malaysia really wanted for variety of spicy food. She really follow the Malaysian taste and she know what society want and need. What we can summarised from her business, we all know that Malaysia preferred buying Nasi Lemak instead of going to big restaurant that can cost many money and can waste their time just by waiting for the food.

In this era, most people prefer to buy a food that can be done faster and the food that make them feel full. Che Ta have their own business strategy which is she have her own objective, mission and vision. She also make her own marketing strategy which it include product strategy, price strategy and distribution strategy so that her business can grow more bigger.

BUSINESS BACKGROUND

- Founded by: Puan Rozita binti Shaffik and Encik Abdul Rashid bin Basri.
- Located at: Kampung Rantau Panjang, Klang Selangor
- Business operating hours: 5:30 a.m. - 9:30 a.m.

In 2015, Puan Rozita and Encik Rashid decide to start a food stall business that operates in the afternoon selling various type of food but received a lack of support from the crowd.

Therefore, several years after in 2017, they decide to change their business by selling Nasi Lemak in the morning with a starting capital of RM300.00.

After receiving a great response from the public, they improve their product strategy by adding several types of side dish, beverages and various choices of 'kuih muih' (Malaysian delicacy). The business remains strong until the present.