UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY : GALAXY CYBERCAFE

TYPE OF BUSINESS : SERVICE (CYBERCAFE)

NAME OF COMPANY STUDIED : SUMMER PC

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCES -AS120

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EXECUTIVE SUMMARY

This report was commissioned to investigate the problem faced by Summer PC and to recommend ways to curb the problems since their opening on August 2017. This is important to be a guideline for our business plan report.

The study draws attention as they having a problem in operating good computer software. The main product of their business is computer equipment so it is expected that they have good computer operating system. However, it seems that they have difficulty in maintaining the computer system as they have 98 computers in total. Sudden crash and shut down unexpectedly can become the factors decreasing in customers.

Further interviews reveal that the location of the premise is not actually strategic. The Summer Mall divided into west and east wings. The premises located at the east wing which is the blind spot area in the mall. Difficulty in searching the premise becomes a huge problem for new costumer to reach the premise.

Summer PC is the only cybercafe that located in Samarahan area. This is a gold opportunity for them to further their business. This report conclude that this is an ideal type of business that could satisfy the new customer demand since cybercafe is significant for online gaming and searching information.

It is recommended that Summer PC take immediate measures to update the latest version of the computer software. This need to be taken seriously as the computer is their main product. In addition they must make a banner to promote their premise at the entry of the mall so that new customer can locate their premise easily. It is suggested that they promote their premise more often in the social media such as Facebook page.

INTRODUCTION

The purpose of this study is to applied the theories and concepts learned in class to real life situations. For our case study, we need to identify the problem faced by the company and describe the solution provided for our future preference.

To begin with, we choose a cybercafe as our study. The company name is Summer PC which is located at the Summer Mall Samarahan. We found that Summer PC was the only cybercafe located at Samarahan region. So, took the opportunity to interview their worker on how they solve the problem related to the premise.

We listed some major problems regarding to the business. First, the main problem of this business the computer easily become too slowly. It happens when the premises use some cheap brand of the software or the computer does not compatible. The computer need constantly updates to ensure it can run smoothly.

Next, the location of the premise is not strategic. We had some difficulty to locate the premise as it is located at the south wing of the Summer Mall. We asked random people about the Summer PC but most of them not recognize the premise. This can lead to the failure of the business.

In conclusion, these major problems can be a huge hindrance to compete in this type of business. So, we will discuss and make some deep investigation on how to solve this problem.

1. COMPANY INFORMATION

A) BACKGROUND

There is only one cybercafe existing in Summer Mall, that is Summer PC. Summer PC started operating on August 2017. This Summer PC is located at the the Summer Shopping Mall, ground floor zone G, Kota Samarahan. The owner of the Summer PC is Fong Thein Ho. He is 38 years old and a married man. He is a graduate from Systematic College, holding a Bachelor's Degree in Computer Science. With this knowledge and skills, he able to open up the business in cybercafe.

Now, Fong Thein Ho already have two franchise of cybercafe that are open up by himself, that are COSMOS PC in Spring and Summer PC in Summer Mall. COSMOS PC is the first cybercafe that he open up in January 2016 and Summer PC is the second cybercafe in August 2017.

There are few purpose and reasons why the owner of this Summer PC want to open up the cybercafe in the Summer Mall. First, the target of this cybercafe is for universities student. As we know, in Samarahan area, there are many type of different college such as University Technology Mara (UiTM) and University Malaysia Sarawak (UNIMAS). So, the purpose of this cybercafe is to help the students to do their work that use online service. At the same time, this cybercafe is the only one cybercafe that near to their college. They will not waste their time to go to find the another cybercafe. With this evidences, the owner believe this business will have the high opportunity to become successful.