



اَوْنَبُورْ سَيِّتِي بَاتِيكُونُ لَوُكِي مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

**TROOTS CAFE
FOOD AND BEVERAGES**

PREPARED BY

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1.0 EXECUTIVE SUMMARY

TROOTS CAFE

This case study aimed to investigate Troots Cafe business on a situation where existing problems need to be solved which is too pricey, lack of workers and halal identity is questionable. An interview with the manager towards the situation had been conduct.

There are no serious issue that happened in the company. So, in this case study, our group will provided the background of the company that we choose which is Troots Cafe, the problems matter throughout the business and how they handle the business. Furthermore, we will issue the problems and the solutions by the Strength, Weakness, Opportunity and Threats (SWOT) Analysis.

2.0 INTRODUCTION

Entrepreneur education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in variety of setting. Variations of entrepreneurship education are offered at all levels of schooling from primary or secondary schools through university programs. In entrepreneurship, there might be a lot of problems that has been faced as the business failure is one the things that obviously an entrepreneur need to overcome.

The purpose in this case study is to make the students to analyze the real-life situation where existing problems need to be solved. From here students can relate the theory that have been study in the class into a practical situation. As example, by applying the ideas into discussion on case study. Also, the students can identify and select the major problems that they have been investigated and collected through the established company that they conduct for.

After that, student must be able to suggest the solutions to the major problems that has been identified and the most important part is they need to recommend the best solution and the details on how the solution to be implemented in the case study. For the problem that is need to be identified by students, the problem should be related to the

process, technology or product or service oriented by the established company that is must be created to address from this case study.

From here, the problems and also the solutions will be implement by the students by knowing the reality on how the company can handle the problem of their business professionally. These are example for challenges to be an entrepreneur. The first one is financing problem which is the most challenging problem that entrepreneur must faced. Sometimes they does not have enough capital while running a business and this will affect the business. So, from this problem they must know how to overcome the problems. The second one is team building and this will become a issue when you have to picking the right team to work together as a business partner. It is hard when you had to deal with many people because everyone have their own opinion and ideas.

3.0 COMPANY INFORMATION

Troots Cafe is a business company which is focusing on selling desserts. It is established on 11 November 2017 and located at Ground floor Trinity Hub, Jalan Datuk Tawi Sli, Kuching, Sarawak. The owner of the business is Kelvin. Their business type is Family-Owned Business which is two or more family members are involved and the majority of ownership or control lies within a family. The operation hours is from Tuesday to Sunday and open from 11 am to 11 pm. Troots Cafe is a rare gem in Kuching's buzzing F&B industry. At first the owner gets the idea to open up the business when he thinks that he wanted to run a business which is focusing with the art on food and beverages so he decided to open the business which is an art cafe business and he wanted to introduce the Asian's countries dessert to the local people around Kuching. The owner also got the idea to make a different in his business by selling the Asian's dessert. He does not want to sell an "Ais Kacang" because there will be more competitor since there already have businesses that were selling "Ais Kacang" which are Swee Kang, Mami Cendol and others business company. In addition, the cafe name is come from the combination of the two words which are "Tree" and "Roots" and it makes the cafe name so special because it is related to the mother-nature. Apart from that, they usually close the cafe when there is a raining season which is mean, they do not have a more customer during the rainy days so they have to close it for a while.

4.0 COMPANY ANALYSIS

SWOT ANALYSIS

STRENGTHS (S)	WEAKNESSES (W)
<ul style="list-style-type: none">• The workers are the expertise• Use the high technological setup• Attractive and inviting space	<ul style="list-style-type: none">• Pricey• Lack of workers• Halal identity is questionable
OPPORTUNITIES (O)	THREATS (T)
<ul style="list-style-type: none">• A lot of promotion to be given• Advance in the marketing of the products• Change in lifestyle party culture• Large young population and very hot summer	<ul style="list-style-type: none">• Competitors offer the similar products quickly• Changes in seasons

4.1 Strengths

The strength of Troots Cafe is the employees that has been chosen are the expertise who has been trained for three month to make the dessert which is Bingsu. As what they said, they chose the one that has expert in their in their job without looking at their classification so that it is easier for them to make the production faster. Also, they manufacture the ice cream which is Bingsu using the high technological set-up that can increase the production with the short time. Troots Cafe also give an attractive and inviting space for their cafe. The shop's space is big that can make the customer who want to buy the dessert is convenient and comfortable to choose and buy the dessert at