



اَوْنُوْا سِيَّتِي تَتِيكُوْا لُوْكِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT300

CASE STUDY

MIKAEL SIGNATURE @ RESTORAN ORE KAMPUNG

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Executive Summary

Mikael Signature @ Restoran Ore Kampung has been recognized by Presint 8, Putrajaya residences. This is due to the location of this restaurant which is surrounded with other restaurant but Mikael Signature @ Restoran Ore Kampung serves their special signature dish and they also have Satay in their menu, and also offer many more food product which has variety selection. Food product listed in the menu such as Seafood Aglio Olio as their signature dish, sets and combos of spaghettis and some beverages. They also serves 'Popia Pisang' in the menu.

This restaurant is an interesting restaurant with the combination of western food and traditional Malaysian food. The start-up management team of this restaurant is basically a combination of an expertise manager and the chef. They have few years experiences on restaurant and with the development, they believe that they will inviting more expertise managers. The start-up expenses contains rent, facilities, expenses on marketing, sales and promotion, building website, license and so on.

Introduction

Fundamental of Entrepreneurship is a subject that gives guidelines and exposing students on the business orientation. In this course, students have to do a Case Study assignment about a company or business. In this task, students are tasked to interview any company or business to know their competencies in the business. The purpose of this case study is to identify and describe the entrepreneurial competencies of business clearly. The data regarding the business company need to be collected, analysed and present into meaningful information using relevant tools. All the information about the business company was collected by organizing an interview session with the staff regarding on the company's background. The type of business and what kind of service that they offer was identified. This case study exposed me to identify basic entrepreneurship skills. The knowledge regarding business competencies were obtained during the process of completing this case study.

Entrepreneur Profile

Company Background

Company	Mikael Signature @ Restoran Ore Kampung
Founder	Abdullah Hakim bin Mohd Zin
Address	Jalan P8G1, Presint 8, 62000 Putrajaya, Wilayah Persekutuan Putrajaya
Phone No.	017-655 4043
Operation Hours	5:00 PM-11:00PM (Closed on Tuesday)
Products/Services	<ul style="list-style-type: none">• Pastas• Satay• 'Popia Pisang'• Contactless order via Website or FoodPanda
Online Page	Facebook: Mikael Signature House Website: https://www.mikaelsignature.com Instagram: mikael.signature

Table 1.0: Company Background