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MARA



CASE STUDY: COMPANY ANALYSIS

NUNA KITCHEN

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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Case Study: Company Analysis

Executive Summary

The purpose of a case study is to identify the key problems or challenges faced by a certain business company in order to determine the most appropriate solutions based on analysis conducted regarding the nature of that particular business. Case study is essential in order to assist companies, especially startups in making sure they are able to expand their business efficiently. The company that is analyzed for the purpose of this case study is Nuna Kitchen, a new business of food-delivery service based in Beaufort, Sabah. This company is formed through partnership. The main products that this company offer is Korean foods and bakes. Along with the development of online technology, this company operates on social media platforms to conduct sales. Based on the company's current business, marketing, and operational strategies, Nuna Kitchen faces several issues involving production capacity, human capital, competition, as well as regarding their online branding. Suggestions of solutions are laid out accordingly, which are involving in the matters of increasing workload and employments, participation in business skill-building programmes and recruitment of skilled employees, building business reputation and understanding target market, and last but not least, learning to consistently manage brand's identity and opting for a systematic scheduling for brand's marketing assets. Overall, each solutions suggested are accompanied with its own advantages and disadvantages to allow the company to analyze further its effectiveness in order to successfully operate the business.

Case Study: Company Analysis

Introduction

Background of the Study

Small businesses are part of SME establishments, which is also known as Small, Medium and Micro-enterprises. According to SME Corp. Malaysia (n.d), the small business category itself comprises about 192,783 establishments or approximately 21.2% out of 907,065 SMEs in Malaysia. These SMEs can be divided into different sectors, of which 89.2% of them are of service-based company.

SME companies can be considered as important towards Malaysia's economic performance. As per recorded by SME Corp. Malaysia (n.d), SME performance in 2019, such as in terms of Gross Domestic Product (GDP), has reached RM552.3 billion. According to BBC News (2021), the rise of GDP is equivalent to more job openings and encourage increase in salaries. This can be deduced that larger GDP is better for the economy.

In order to ensure consistency in rise or maintaining of the GDP, it is important to make sure SME companies receive the support and guide they needed in order to be able to contribute successfully towards the national economic growth. Based on the article published by UAB Collat School of Business (2018), supporting small businesses will encourage innovation that will allow for repeating customers. This directly encourages more sales, and thus affecting its business performance positively. Overall, by providing aid towards these small businesses, it will greatly impact the economic performance positively in the long run.

Purpose of the Study

This case study focuses on a local SME company, which is known as Nuna Kitchen. By doing an extensive analysis of the business nature of this company, problems that may have been existing previously or currently can be identified in an organized manner. Thus, the purpose of this study is to help solve problems faced by this company by providing solutions that could be benefited in the long run.