



اَبُو سَيِّدِي تَكْوَلُ كَيْ مَارَا  
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## CASE STUDY: COMPANY ANALYSIS NASI ARAB KAMBING UNGKEP

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## **EXECUTIVE SUMMARY**

Nasi Arab Kambing Ungkep is an SME from the food service industry. It comprises one independent restaurant without any chain. It is still a small and growing business because this restaurant has only been operating for approximately half a year. It was founded by a family as of 13th of December 2020 in Johor Bahru, Johor. This business was initially a catering business that has been operating for over a decade ago, where the family served their significant Nasi Arab Kambing Ungkep on events for their hosts before they decided to grow it into a restaurant because the business was flourishing and they saw a huge potential in it. Nonetheless, their catering business is still operating as they are still offering reservations for any event despite the restaurant opening.

This restaurant is exceptional because of their special menu which is Nasi Arab Kambing Ungkep. This dish is unique because it combines Middle Eastern and Javanese cuisine together. Nasi Arab was originated in the Middle Eastern, while Kambing Ungkep from Java, Indonesia. However, they found a formula to create a single dish from the cuisines which has led them to pioneer in the menu development. This menu can hardly be found anywhere else, be it locally or internationally. Besides serving their special menu, they also provide a variety of other food and beverages menus from other cultures making them an ideal restaurant for families, students and the local community who are looking for a meal. For example, they sell Spaghetti from Western cuisine, Korean Chicken from Korean cuisine and satay from Malay cuisine. The customers would have a variety of food and beverages options.

Besides pioneering in the menu and becoming the only business in the country that serves the product, Nasi Arab Kambing Ungkep has a huge potential to grow into a more developed business in Johor as most of Johor population are from Javanese ethnic. This allows them to receive free exposure from the local community because they are already familiar with Kambing Ungkep dish as it is their culture's cuisine. Not less than that, the uncommon combination of menu will attract more customers to their business to taste the unique dish by themselves. Nonetheless, despite the exposure, they are still conducting several marketing strategies such as advertising it through Facebook, Instagram and Whatsapp Business. Besides that, they are also expanding their business through Cash on

# 1. INTRODUCTION

## 1.1 Background Of The Study

Principles of Entrepreneurship (ENT530) is one of the subjects that need to be taken by most UiTM students who are furthering their study at both Diploma and Bachelor levels. As for the background of this study, entrepreneurship course refers to a formal education program to equip the students with ample entrepreneurship knowledge and skills to understand the customer's insights, market needs and to recognize business opportunities. It encompasses networking skills, idea creation, developing and implementing a business plan, running a business and evaluating the internal and external business environment.

In this course, students will be conducting a case study for any business or company. Students are required to interview the chosen company and obtain information regarding their business. From the interviews, the students will have to analyze the strengths, weaknesses, opportunities and threats that the business is facing and they will have to come out with several effective solutions to overcome the problems and to help the business grow. By holding out this case study, the students will be more exposed on how a business or company runs and operates their business. Besides that, the students will also need to analyze their marketing strategies that include market segmentation and marketing mix. For our task, we are conducting a case study on Nasi Arab Kambing Ungkep restaurant which is a business that provides food and beverages services.