UNIVERSITI TEKNOLOGI MARA

KENDI
The Rhythm Of Culinary

CASE STUDY: COMPANY ANALYSIS

WARUNG KENDI SEPANG

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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Executive Summary

For this case study, we have chosen Warung Kendi Sepang, a western breakfast food stall based in Sepang, Selangor. Warung Kendi Sepang is owned by Mr. Khairy bin Kamaruddin and we have interviewed him by using Google Meet platforms. From the interview, we have found a lot of company information such as their services, organizational structure, marketing strategy, and others.

In this case study, we have included the SWOT analysis of Warung Kendi Sepang. The strengths that can be found in this stall are they serve different types of breakfast as in the hotels, have a lot of loyal customers, and operate at a strategic place. We have identified three weaknesses in their business, which are still using a manual for money transactions, lack of workers, and cannot operate due to bad weather. Moreover, the opportunities are they can expand their target market, expand their promotional strategy, attract more potential customers and population. Lastly for the threats that may be faced by Warung Kendi Sepang are to compete with any other businesses in the Sepang area and get fewer customers during the pandemic of coronavirus.

Moreover, in this case study, we have listed several major problems that can be found in Warung Kendi Sepang. The major problem is they just accept cash as a way for the payment method in this era. The next problem is the lack of workers because most of them are still studying. Besides that, bad weather also one of the major problems in this stall.

From this case study, we can identify some strengths, opportunities, threats, and some business weaknesses. However, even though they face some major problems, Warung Kendi Sepang still survived in the food industry and compete with other businesses in Sepang, Selangor.

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We would also like to thank Mr. Mohd Khairy bin Kamaruddin, that is willing to share some useful information about his business, which is "Warung Kendi Sepang". We want to express our sincere gratitude because we would not complete this assignment without his help.

Lastly, we would like to thank our parents, family, and friends who helped us complete this assignment. They are always giving us enough support and willing to provide the necessary information on completing this case study.

1.0 INTRODUCTION

1.1 Background of The Study

The purpose of this case study is to familiarize ourselves with the case study, which refers to both analytical methods and to make a specific research plan to investigate the business challenge. Not only that, but it also enhances our teamwork to work together as a team to solve and complete a task given by our lecturer. By having good coordination between our teammates, we believe that anything will be possible to end it with flying colors.

We interviewed Mr. Mohd Khairy bin Kamaruddin, a 30-year-old man who is the business owner of the company that we chose which is Warung Kendi Sepang through the Google Meet platform. Despite a short time to interview him, we managed to get a lot of information about his company that is needed to complete our case study report.

1.2 Purpose of The Study

The purpose of this case study is to investigate the strengths and weaknesses of the business selected. But it also exposes us to the real-life situation from the experience of the people themselves in the business. On top of that, we can learn how they handle their business during the Movement Control Order was announced.

Other than that, we can identify some issues related to Warung Kendi Sepang's business. We can gain knowledge about a certain action, event, or problem that takes place in a real business setting. Based on that issue, we can try to come up with a solution or alternatives on how to manage those problems in the business.