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UNIVERSITI  
TEKNOLOGI  
MARA

**ASSIGNMENT 1: CASE STUDY**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

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**COMPANY'S NAME:** BEST CENDOL CAFÉ

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## **EXECUTIVE SUMMARY**

I would like to thanks to all the people who help me in finishing this case study directly or indirectly. This case study is for ENT300, so I had choose BEST CENDOL CAFÉ founded by Mr Saharuddin Bin Kuthar. The reason why I choose this business is I am strongly believe BEST CENDOL CAFÉ is one of the famous cafe in Kelantan. What make my reason strength is I have an experience working there. Before this Mr Saharuddin only grow his business only using a truck food, with the high income and profit, he grow his business by build a café. Because of his earnest attitude, BEST CENDOL CAFÉ being a focus place for people to have lunch and breakfast and already known by all the people. Mr Saharuddin success in their business by having a lot of entrepreneurial characteristic such as independent and self-confidence, information seeking and systematic monitoring and planning. By having all of this Best Cendol will grow successfully by one step to another step.

## **1.0 Business Description**

### **1.1 Business Background**

Best Cendol started in 2017 with a name 'BEST CENDOL', founded by Mr Saharuddin. Best cendol did not get a warm response from the starting due to lack of facilities such as tables, chairs and fan. Best Cendol opened by the roadside using a truck food. After 1 years, Best Cendol moved to an abandoned parking area, the place became the focus of many people because it has a strategic place in a city centre. In July 2019, Mr Saharuddin has built a cafe to further expand his business. Best Cendol had be rename from Best Cendol to Best Cendol Café. With 6 employees Best Cendol now have prepared various menus of food and drinks other than cendol. Main menu at this café is 'Cendol Pulut Tapai Kacang' and 'Laksa

Penang' followed by side dishes which is 'Roti Gedik and Roti Bakar'. This café also serve various types of drinks such as milo ice, coffee, tea o ice and etc.

### **1.2 Business Milestone (or) Business Achievements**

The best achievement best cendol is to be one of the best cafes in october, got orders for a feast of 500 containers for weddings. Best cendol has also earned RM4000 a day for sales. Best cendol also gets a lot of orders for any event such as Eid celebrations, birthdays and other events.

## **2.0 Entrepreneur's Personal description**

### **2.1 Entrepreneur's Personal Background**

Mr Saharuddin was born in 1963. After finishing her primary school, he further his studies at Sekolah Menengah Tg Faris Petra from form 1 until form 5. After he finish her secondary school, he then continued his education at higher lever at one of university in United States taking the field of marine engineering for 5 years.

After completing his 5-year study session, he worked as a RMN officer for 25 years in Perak, Kuala Lumpur and Sabah. After his retirement, he started to work at the Boustead as a CEO position for 6 years.

### **2.2 Entrepreneur's Personal Achievement**

In 2002, Mr Saharuddin graduated with Master in Project Management from University of New Southwale Australia.

In 2013, he had retired from NAVY with rank as Captain Royal Malaysia Navy. This is a high achievement in his job. Then he became CEO position in Boustead Heavy Industry.

### **3.0 Entrepreneurial Characteristics**

#### **3.1 Independent and self-confidence.**

Mr Saharuddin is really independent person because he does not need an assistant to provide all the necessities to make cendol such as 'pulut', 'gula merah', 'santan' and most importantly is 'kacang merah'. 'Kacang merah are a customer attraction because they have a very unique taste. His confidence in making cendol really great because he don't have any experience make cendol before this. Before he started this business, he went travel to other country (Penang) just for seeking information about making cendol. After that, he back to Kelantan and started the business and until now cendol had known by the other people. Before this café be famous, success and got attention from many customers, Mr Saharuddin had try many ways to meet the best taste of cendol. He never give up even a lot of the customers give the negative feedback towards the taste of his cendol. He also get encouragement from his wife and also his family. And now, because of his self-confidence he get what shoud he want. Now, his café get customer's satisfaction towards his cendol and also get positive feedback from many customers.

#### **3.2 Information seeking.**

Every day best cendol always get feedback from customers either in positive or negative terms. If it negative, Mr Saharuddin will fix and try to improve all of the complainers that he got just to make sure the café being the best café in the Kota Bharu, Kelantan. He never give up and will make sure his café get customer's satisfaction. Although in the beginning he get complaint from many customers that his cendol is not delicious. He also had try to get the information and recipe from his grandmother, because his grandmother is one of the best chef in his family member.

### **3.3 Systematic monitoring and planning.**

At the end of the day of work, Mr Saharuddin tell all of his workers to check one by one the groceries or the store needs. He will buy and bring all of the checklist that need tomorrow morning before we start the business. Other than that, he also put a CCTV at the café to make sure that the Best Cendol Café always in a safe condition.

## **4.0 Business Marketing, Operational Strategy**

### **4.1 Product Strategy**

Café Best Cendol want make sure that the food meets the need and want of their customer and at the same time will fulfil customer's satisfaction. The customer target is family member with all age. They do have a regular customer which are most of them are local people and satisfaction, this business entity started to be well-known as the customer share their feedback about the food that provide by Café Best Cendol to friends, relative and also post it through Instagram, Facebook and etc.

### **4.2 Pricing Strategy**

Cafe Best Cendol will maintain a flexible pricing strategy. They set prices of their menu using the affordable and usual price of the food that can buy by all customers but at the same they did not want the price to be higher than their competition which can make them lost their customers.

### **4.3 Place Strategy**

For the place we decide to choose Café Best Cendol located at behind Maybank at Parking Lot, Jalan Mahmood 15800 Kota Bharu, Kelantan that surrounded with other building and also many people at there. The business entity also can get advantages from the location strategy because it eases people to look for the store. The Café are near with Bank, Hospital, TNB, Stadium and others building, so that there are many people that work at there come to this Café especially at the lunch time.

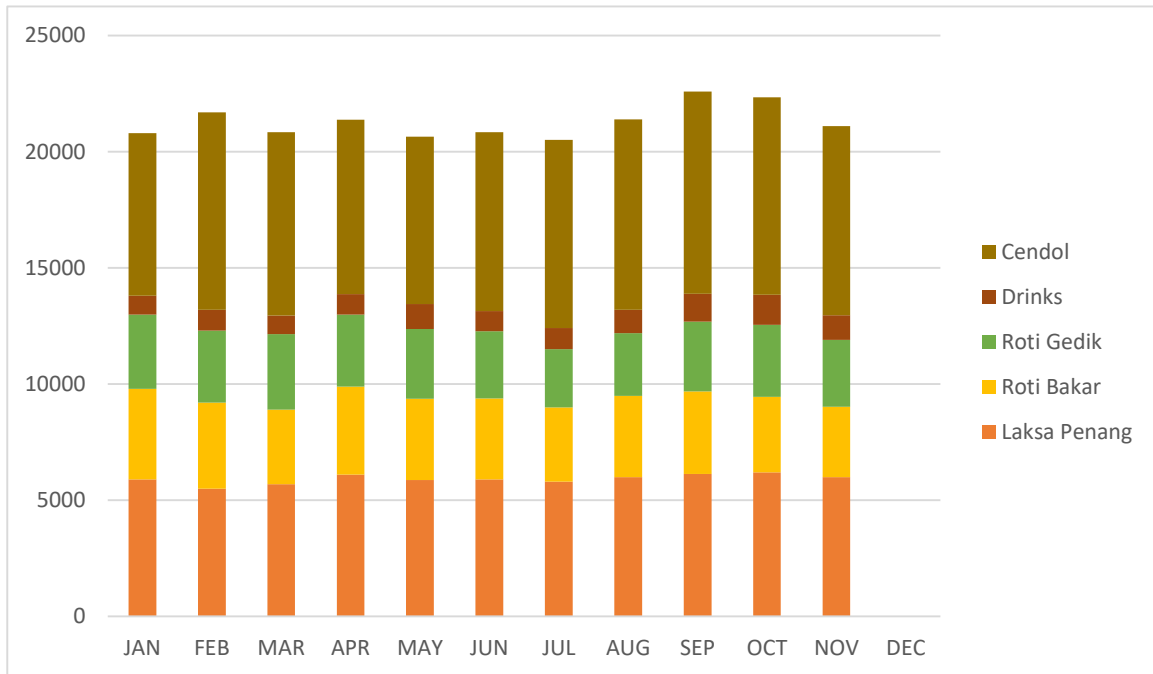


#### **4.4** Promotional Strategy

There is specific strategy taken by this business entity to expand their business as they promote their café widely because they can attract their customer to buy the food. This business entity does promotion through social media application and exposed their promotion of the food in front of their café, so customer will be notice that the café are having promotion. It is a good way for them to do a promotion of their food without using any cost.

## 5.0 Financial Achievement

### Financial Achievement of Café Best Cendol in 2019



**Chart 1: Show the financial achievement of Café Best Cendol in 2019**

## **6.0 Recommendation and Improvement**

### 1. Sandwiches

As we all know that, sandwiches are always popular at cafes. It can be can offer in hot and cold sandwiches that use a variety of different high quality breads, meats, cheeses, and vegetables. Then also can offer a special sandwich of the day that is prepared and ready to go, for those who want to order and leave quickly.

### 2. Soup

Soup is almost a necessity at a café. Customers love the comforting nature of hot soups made with fresh ingredients such as chicken, beef, pasta and assorted vegetables.

### 3. Breakfast Items

It may be a good idea to include a few breakfast items on café menu to the early-morning crowd at the cafe. Breakfast pastries, eggs, waffles, pancakes, and assorted fruit are simple menu items that will increase the profits during the morning hours.

### 4. Pastries and Desserts

It's a good idea to include a variety of pastries and desserts on the menu. This will improve the success of the business during off-hours such as after lunch. If customers want to come into the café for a quick coffee, they may be more likely to indulge in a sweet snack if cafe have an assortment of delectable desserts available and on display.

Coffee cake and muffins are perfect accompaniments to hot coffee, so these pastry items are quite common in cafes. Many cafes also offer different varieties of cookies, cakes, cupcakes, cheesecakes, biscuits, sweet rolls, cinnamon rolls, and even a special cookie called biscotti, which is baked twice and perfect for dunking in a hot cup of coffee. Remember, the goal for every café owner is to sell as much for each customer as possible. If you don't have any sweet snacks available, customers will be satisfied with only a cup of coffee. If the sweet treats are there, however, they will be very likely to indulge.

## **7.0 Conclusion**

In the nutshell, we know that all business that produce different products have own privileges. Sometimes our business increase and sometime it also decrease based on the capital, profits and so on, as is every business tender whether their business is big or small must be smart in controlling earning quality products depend on the situation, culture and current trends so as not to cause problems that we do not want to happen in our business.

Based on the Café Best Cendol, that we research, they always make sure their café are fulfil of customer's satisfaction, so they can achieve their objectives. For example, they take negative feedback from the customers and try to fix the taste of their cendol until get the best taste that will make their customers like it.

## 8.0 APPENDICES



Figure 1:

Logo of Best Cendol Café brand.



Figure 2:

Picture of Mr Saharuddin Bin K'uthar, Owner of the Best Cendol Cafe



Figure 3:

Sample of Best Cendol Café from Truck Food (picture 1), to Abandoned Parking (picture 2) and last is new Best Cendol Café (picture 3)



Figure 4:

Product sample of main menu Best Cendol Café.





Figure 5:

The sample of Cendol Pulut Kacang Tapai



Figure 6:

Picture of Café Best Cendol



Figure 7:

A few workers of Café Best Cendol