



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ بِمَارَا
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CASE STUDY: COMPANY ANALYSIS

WEST MY PLATE

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EXECUTIVE SUMMARY

The number of Western-style fast food restaurants, brands, and marketing has risen significantly because of Globalization of Western Food Culture. West My Plate is one of the Western-style restaurants which specialize in both western and local food has been established in April 2017. It is located at Seri Pristana, 47000 Sungai Buloh, Selangor. The services offered by West My Plate are different from those provided by rivals, as West My Plate has more than 3 years of experience in the sector and has the latest training and technology used in producing foods. They do apply current technology to physical store on their operational management by using third party to deliver the foods to customers who tend to buy it online. The third party, Foodpanda which is the partnership of West My Plate is legally registered in Malaysia as it is the leading global online food delivery marketplace based in Berlin, Germany. Thus, the experience acquired by West My Plate would give the company advantages because they know the needs, technology and materials used. As a result of their long experience in the industry, West My Plate already has their loyal customer as they have successfully fulfilled their customers' needs and satisfaction through an excellent service.

The business Model Canvas (BMC) has been applied to a variety of business contexts and purposes. Product or market fit, supply chain, cash flow, internal communications, lean startup, and Lean Canvas are some examples included in Business Model Canvas. West My Plate take BMC sheets to meet and utilize the building blocks to help them develop ideas. Organizing comments and thoughts into the nine headings helps to shape ideas fast. The nine headings are key partners, key activities, key resources, value propositions, customer relationships, customer segments, channels, cost structure and revenue streams. As a result, the corporation can understand how each component of the organization interacts with the others, as well as how the tasks, operations, and processes are connected and intertwined. It helps to think about the firm in a more formal and structured way, assuring that each area is effectively covered in order to provide a more comprehensive and well-considered picture of the organization.

1.0 INTRODUCTION

1.1 Background of Study

All UiTM students pursuing a bachelor's degree must take the Principles of Entrepreneurship course, which provides as a guideline and introduces them to the business world. Students will do case studies on any business or company during this course. Students are required to interview any small business or company for this case study. After that, students should analyse the situation and come up with a solutions for any issues that the company or business may have. Analyzing the case study requires you to put your knowledge and thinking skills to the test in a real-world context. Students will be more intelligent in handling business as a result of this case study. Students will also learn about how a company runs its operations. As a result, this case study is an ideal tool for teaching students how to solve difficulties.

Entrepreneurship is the process of creating, establishing, and running a new business, which is usually a small company. The people who make these businesses are called entrepreneurs. Entrepreneurship has been defined as the "ability and desire to establish, organise, and manage a commercial business as well as any of its risks in order to make profit." An entrepreneur, according to Schumpeter, is someone who is willing and able to turn a fresh method or invention into a successful innovation or strategy.

From this case study, our teams are deciding to choose "West My Plate" to be our aim company. Which is the business provide food and beverage product as the main activities in this company. We decide to do this case study on micro company. As a result, we can discover how this company manages their product as well as their potential to attract consumers who can provide them with a large profit margin on sales. Our group is interested in learning more about the issues that this company is facing. As a result, we are conducting an interview with this company in order to obtain additional information.

Furthermore, by conducting case study research, we can learn how to be a successful entrepreneur by gaining more knowledge on how the company operates, how they organise their marketing management to ensure that they do not lose customers, and how to monitor their company's financial costs in the future. They also can communicate and exchange information about what they know with others. As a result, we will be able to determine their strengths and weaknesses.

1.2 Purpose of Study

An entrepreneur is someone who creates money by starting and running a business. Everyone has their own reasons for entering the business world. Some people do it as side job to sustain their needs or get better income in order to fulfil their needs. Entrepreneurship also emphasised the acquisition of knowledge, abilities, and an understanding of how a fresh and creative idea works. An entrepreneur offers money to the people by generating new chances for them. They are more likely to establish a new business with an innovative concept, such as delivering the highest quality product at a low price so that consumers can save money while receiving the best product.

This case study is conducted to introduce students to the types of difficulties that can arise in a business and how to effectively deal with them. We can gain some suggestions on how to grow our business in the future by completing this case study. As a result, when the products and technologies improve, we are able to expand into new markets. This will benefit us as students because we will be forced to think critically about how to improve our company's operations, sales, and marketing. It also give us some illustration in being as an entrepreneurship.

Now we live in an uncertain environment and competitive with others to be good person among the goods. So we need abilities that will allow us to make our own decisions. We can't even predict the job market and economy that we will enter. As a result, we have no way of knowing what we'll need once we depart UiTM. It teaches us how to look for problem-solving opportunities, empathise with others, think creatively, take risks, accept failure as a part of the learning process, and understand the relationship between hard work and achievement. As a result, this research is crucial for us to understand what skills we need to be an entrepreneur. That is why we must learn from the real situation that can guide us for the future.