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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NINJA BURGER

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1.0 EXECUTIVE SUMMARY

This case study was created as part of the Fundamentals of Entrepreneurship course (ENT300). I chose Ninja Burger Pasir Mas in this case study assignment. Nuriziani Faizol, as a young entrepreneur at Pasir Mas, Kelantan. She is the CEO/Owner of Ninja Burger Malaysia and Zulfadli Zahar is the manager. The film begins with an introduction to Nuriziani Faizol as an entrepreneur and how she started her company at the age of 30.

Nuriziani Faizol has decided to enter the business sector and become a young entrepreneur in Malaysia. It also explains how she went from humble beginnings to become a young entrepreneur capable of launching a company and opening a store. She was constantly there to promote her company at every occasion. The report goes on to explain about entrepreneur competencies. She wants to meet the demands of her customers and make sure they are happy with the things she offers and gives. There are some images at the end of the report that highlight Nuriziani's business accomplishments as well as shots taken during our interview session. In this case study, Nuriziani emphasised the importance of believing in one's own process in order to attain the corporate entity's goals.

So, at the end of this study, I was able to learn and collect more knowledge about the management of Food Business. I am also able to understand the strategy they use to grow their company to become one of Malaysia's most well-known burger shop at Pasir Mas. Besides that, I have learned about Personal Entrepreneur Competencies (PECs) that have in their entrepreneur until its able to become a successful entrepreneur in Malaysia.

2.0 INTRODUCTION



Many people find the term "entrepreneur" difficult to pronounce, but it is a job that everyone aspires to succeed at. However, only a few people have the courage to do so. If they are currently employed, becoming an entrepreneur to supplement their income is not a significant risk. Doing it full-time, however, necessitates a hustler, as fortune favours the bold. Being an entrepreneur, according to Johnson (2013), entails thinking differently. While most individuals seek safety, entrepreneurs, such as Nuriziani Faizol, take the risk.

Entrepreneurship performs an important issue contemporary-day economics because it. The boom and improvement of companies and small organizations are visible. Entrepreneurship is described as figuring out new commercial enterprise possibilities and mobilizing financial assets to provoke a brand new commercial enterprise or redevelop an present commercial enterprise at the same time as dealing with situations of dangers and uncertainties for the goods and offerings are wished and will be added to the proper shoulders the uncertainties of a commercial enterprise. Setting up organizations exist always on account that no person is capable of produce all of earnings because it creates new jobs and facilitates withinside the financial boom of a nation.

2.1 ENTREPRENEUR PROFILE

Ninja Burger is a burger shop located in Pasir Mas town at No.5 Lot 106, Ninja Burger Shop, Jalan Hospital, Kampung Dangar, 17000 Pasir Mas, Kelantan. The store first opened in 2013. Ninja Burger sells various types of burgers which are Zynger Burger, Monster 7inch Burger, Mekchicken, Tortilla Chicken Wrap, Premium 80g Square Patty Burger @ RM3.50, Jumbo Cheese Sausage, Premium 100g Oblong starting @ RM5, Since 2013

Ninja Burger is very famous for Zinger Burger because of the deliciousness and crunchiness of its chicken and also the affordable price. Burger Ninja is owned by a local businesswoman named Nuriziani Faizol. The cafe is run by Nuriziani herself and also with the help of the staff. She has a Bachelor in Sc Human Resource Development at Utm Skudai. while his manager Zulfadli Zahar Bachelor in Sc Civil Engineering Utm Skudai. Moreover, the target customers of this cafe are locals, men, women and even teenagers who live nearby. These customers are the main contributors to the development of the store.

Furthermore, Nuriziani used a capital of rm50000 while starting the business. The capital will be used to buy the equipment needed to produce their products and also for utility bills such as water, electricity and shop rental payments. As the product continues to receive demand, they are expanding their business by providing Foodpanda. The revenue received in a day is RM1500 equivalent to a net profit of 30% RM450. Not only that, Nuriziani also said that they only have two employees, namely part time worker and permanent staff. he also stated the total salary of manager RM2000, permanent staff RM1200 and part time rm30/day.