



اَبُو سَيِّدِي تَيْكُونُو لَوِي مَارَا
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CASE STUDY: COMPANY ANALYSIS

KELI FROZEN FYDAQWEEN

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EXECUTIVE SUMMARY

For assignment purposes, a case study is done on small businesses to provide greater exposure to students in entrepreneurship. Therefore, we did a case study on a small business – Keli Frozen Fydaqueen. The business is a family-owned business that was founded in June 2020 by Puan Rafidah Binti Mohd Noor. We had followed the proper procedures and discussed the date and time with Puan Rafidah about the interview through an online WhatsApp call. We interviewed Puan Rafidah on the evening of 7 November 2021. We had gathered as much information as possible to complete the report on the case study.

We put together the information and constructed a business model canvas that consists of customer segments, value proposition, distribution channel, customer relationship, revenue stream, key activities, key resources, key partners, and cost structure. From the interview, we also get to know the weaknesses of Keli Frozen Fydaqueen. The business has limited market coverage, weak advertising, and unsuitable property used to conduct the business. Hence, we included some solutions in the report for each of the problems, hoping that it will help Keli Frozen Fydaqueen to operate a better performance.

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

For the past decades, economies have proven their vitality in leading an opportunity for a better world. As a result, entrepreneurship has created a world full of innovation and creativity. The living standards of society have also been upgraded. In compliance with Wikipedia, entrepreneurship indicates the activity of establishing a business or business, taking monetary risks in the desire of earnings. Therefore, every country has acted in introducing the study of entrepreneurship. The measures taken include several universities such as UiTM. They aim to help students sharpen their minds and widen their knowledge of the world of entrepreneurship as an individual.

Undoubtedly, an entrepreneur has traits of being decisive, curious, adaptability and more. They also have the desire and resolute in completing the tasks and facing difficulties without fear of failure. Being good at leadership is one of the keys to becoming a successful entrepreneur and building a great team. The adaptation of entrepreneurship into studies will be able to instigate students all over the world. Indirectly, new and wiser entrepreneurs are capable of rising and surviving in the challenging commerce world. Since it can be a hard row to hoe, the studies of entrepreneurship aid the youngsters to readily and exposed to hardship.