

WADIRA CORNER:
A STUDY ON ITS BUSINESS DEVELOPMENT AND PROSPECTS

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EXECUTIVE SUMMARY

WADIRA Corner is a coffee shop-cum-restaurant situated on the ground floor of Felcra Berhad Regional Headquarters at No.1, Lot 2333, Bormill Commercial Centre, Jalan Tun Ahmad Zaidi Adruce, Kuching.

The coffee shop management, Felcra Berhad, has recently seen a steady increase in the number of staff due to expansion in its business' operation. Its present office which is situated on the first, second, and third floors above the coffee shop is getting more cramped. Thus its management has been contemplating closing WADIRA Corner so that the premise can be converted into an extension of its office space.

However, WADIRA Corner is considered an essential business operation because it was set up as a social obligation to enhance Felcra's woman participants in economic activities.

The management is now faced with a dilemma: to close down the coffee shop or to let it continue running its business. Closing down the coffee shop would not only mean an abrupt ending to the WADIRA Corner business operation, but it will also have significant implications on both its staff who earn their living by working at the coffee shop, and its regular customers who will have to find other coffee shops to patronize.

CHAPTER ONE

1. INTRODUCTION

Felcra Berhad, formally known as the Federal Land Consolidation and Rehabilitation Authority, was an agency under the Ministry of Rural Development. It has been actively involved in the development of idle land in Sarawak for commercial oil palm plantations. Those who participate in Felcra land schemes are rural landowners whose land were left idle or uneconomically planted with meager crops such as padi and vegetables which are grown for own consumption.

Felcra Berhad has not only focused its efforts on land development but it has incorporated the welfare of those who participate in its land schemes into its social obligation plans parallel to its other major organization plans. Participants' welfare is in fact a main component of its social obligation. The Participants' Welfare Department within the organization is the biggest department having the largest number of staff, the majority of whom are Felcra's own Welfare officials. It is represented in all states where Felcra operates its regional office.

Among the activities that have been introduced to its participants was the formation of WADIRA (*Wanita Dinamis Felcra* or literally translated, *Dynamic Women of Felcra*), which was specially formed to look into social and economic issues of its female participants.

CHAPTER TWO

2. LITERATURE REVIEW

There are limited articles or reports written on the WADIRA Corner coffee shop development and progress since it first started operation. Only one group is known to have done a study on the coffee shop. This group comprised of five second year students from Universiti Pertanian Malaysia (UPM), whose work was focused on how to improve and develop the restaurant business.

A study conducted by a group of Universiti Pertanian Malaysia students (Hafizah et al, 1996) shows that the customers who regularly patronized the coffee shop were those from the middle-to-high income group, who either worked within the vicinity of the commercial area or those who lived in nearby residential areas. This study however will try to find out whether the same customer composition is still true of the present customers.

In their findings, too, this group stated that there were three other buildings under construction next to the building where the coffee shop is located. One of these buildings is now occupied by the Unimas Faculty of Medicine and Health Science, a sundry shop and NIIT Institute of Information Technology. The other two blocks are occupied by private business firms, computer training centres (IT Based and Genesis Technology) and coffee shops run by Chinese businessmen.