



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi



CASE STUDY: COMPANY ANALYSIS ✓

NAME OF COMPANY: HANACHIKEN

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

**FACULTY & PROGRAMME: FF237**

**SEMESTER: 4**

**PROJECT TITLE: CASE STUDY OF HANACHIKEN**

**NAME:** NUR IZZANI SYARIMI BINTI IZILAN (2019253356) ✓

: NURUL AI'DA BINTI KHALID (2019423584)

: NUR NASUHA BINTI IBRAHIM (2019612478)

: MASSITOH BINTI ABU BAKAR (2019612408)

: WAN NUR AIN SYAHIRAH BINTI WAN ISHAK (2019228898)

**LECTURER:** PUAN NURHUDA HAJI NIZAR

## **ANKNOWLEDGEMENT**



First and foremost, praises and thanks to the God of blessings throughout our task work to complete the task successfully. We would like to express our deep and sincere to our lecturer, Puan Nurhuda Haji Nizar, for giving us the opportunity to do the task and providing invaluable guidance throughout this task. Special thanks to our group members Ai'da, Nasuha, Izzani, Massitoh, and Ain for preparing this task together and interest shown to complete this task successfully.

## TABLE OF CONTENT



	<b>PAGES</b>
TITLE PAGE	I
ANKNOWLEDGEMENT	II
TABLE OF CONTENT	III
<b>EXECUTIVE SUMMARY</b>	V
<b>1. INTRODUCTION</b>	
1.1 Background Of The Study	1
1.2 Purpose Of The Study	1
<b>2. COMPANY INFORMATION</b>	
2.1 Background	2
2.2 Organizational Structure	3
2.3 Products/Services	4
2.4 Business, marketing, operational strategy	9
2.5 Financial achievements	11
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT Analysis	11

<b>4. FINDINGS AND DISCUSSION</b>		
4.1 Main Problem	✓	12
4.2 Solution for The Problems		13
<b>5. CONCLUSION</b>		14
<b>REFERENCES</b>		16
<b>APPENDICE</b>		16

## **EXECUTIVE SUMMARY**

This case study report are about the business of HanaChiken<sup>✓</sup> the be created by Nur Azlisha Farhana Binti Zalizan. In this report will be presenting the background of the HanaChiken, the obstacles and how she cope the problems in her food business. In addition, the SWOT analysis about the HanaChiken also included due to easy to analyse about the HanaChiken progressing.

## **1.0 INTRODUCTION**



### **1.1 Background Of The Study**

Malaysian entrepreneurs have improved and expanded their capacities in tandem with the country's rapid development. Too many people have already mastered these areas of business and are well ahead of the game. There are also thousands of health, electronics, beauty, and nutrition items on the market that sprout up like mushrooms in the rainy season, each with its own set of promises and benefits, all of which are portrayed in commercials and testimonials. Indeed, every businessman aspires to be a huge success and generate as much money as possible. It is not easy to be a successful entrepreneur, though, because the business sector has many different types of issues to deal with. Since the establishment of the New Economic Policy (NEP) in 1971, entrepreneurship development initiatives in Malaysia have gotten a lot of attention, especially among the Bumiputera community.

Entrepreneurship development initiatives within the bumiputera community have been prioritize by NEP as an important agenda item for society's birth. MPPB stands for Bumiputera Trade and Industry, which is incorrect. Students and graduates are one of the target groups specified in the context of the programme entrepreneurial development, particularly among bumiputera entrepreneurs. In this regard, the MOHE has been tasked with ensuring the agenda's success. These students and alumni are developing their entrepreneurship skills. This can be seen where the government strongly encourages young entrepreneurs from students to venture into entrepreneurship.

### **1.2 Purpose Of The Study**



The purpose of this study is to examine the challenges faced by traders in terms of challenges with customers, business costs that need to be borne and challenges that need to be faced in doing business during the pandemic season. This is important to ensure the continuity of one's business journey. Even with this business can also form a better identity and feel responsible to society and the country.

## 2.0 COMPANY INFORMATION

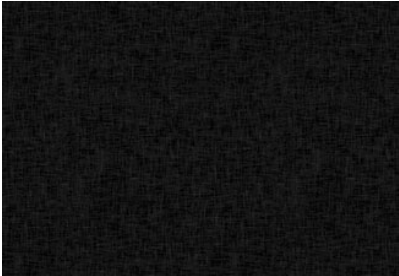
### 2.1 Background





(Logo “HanaChiken”)

The founder of “HanaChiken” is Nur Azlisha Farhana Binti Zalizan. She started this business on 24 October 2018. They officially registered with SSM on 21 August 2020. The first location they start selling at UiTM Merbok, Kedah. After that, there are moving to Perlis which is located at beside Klinik Bidan, Jalan Sg Baru 02700 Simpang Ampat, Perlis. HanaChiken business in F&B industry specializing on selling korean spicy fried chicken. The first company name is BSKFC which is stand for Boneless Spicy Korean Fried Chicken. But, because of some factor they make a re-branding and change it to “HanaChiken”.

Based on logo, their company used Black, Red, and White as a company base colour. This three colour are represent for:-

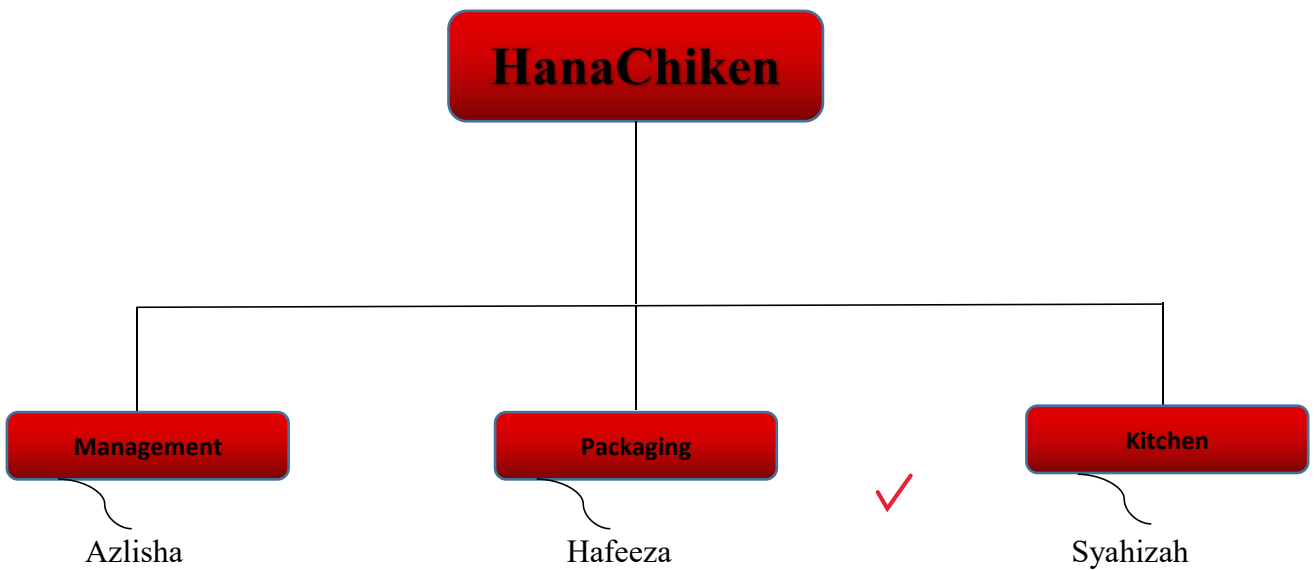
<p>Black</p> 	<p>Something simple and easy which means the product is a go meals people can just buy, grab and eat anywhere.</p>
--	--

<p>Red</p> 	<p>Encourage appetite.</p>
<p>White</p> 	<p>Cleanliness.</p>

**2.2 Organizational Structure**



**ORGANIZATION**





## 2.3 Products/Services



### PRODUCT

<p>Ramen Set Ganjang</p> 	<ul style="list-style-type: none"><li>- Ramen original/cheese/carbonara</li><li>- 2 pcs soy sauce wing</li></ul> <p>MYR 15.00</p>
<p>Soy Sauce Wing &amp; Drummets</p>  <p>간장 (Ganjang) Wing &amp; Drummets <b>Soy sauce</b> <b>RM 12</b> 3 pcs Wings &amp; 3 pcs Drummets</p>	<p>Crunchy fried wings and drummets with soy sauce coating</p> <p>MYR 12.00</p>
<p>Yeppi Box A</p>	<p>4 pcs Soy Sauce Wings &amp; Drummets</p> <p>MYR 23.00</p>



Yeppi Box B






- 13 pcs Boneless Korean Chicken
  - Ramen original/carbonara
- MYR 23.00

Ramen Set









- Ramen original/cheese
  - Korean spicy chicken 6-7 pcs
- MYR 12.00

Cocorn

 <p><b>RM 7.00</b></p> <p><b>COCORN</b></p>	<ul style="list-style-type: none"> <li>- Chocolate chunk</li> <li>- Mozzarella cheese on top</li> <li>- Milk Chocolate drizzle</li> <li>- Oreo crush</li> </ul> <p>MYR 7.00</p>
<p>Cheezy Wedges</p>  <p><b>Cheezy Wedges</b></p> <p><b>RM 5</b></p> <ul style="list-style-type: none"> <li>- 10 pcs wedges</li> <li>- Mayo</li> <li>- Cheese Sauce</li> </ul>	<ul style="list-style-type: none"> <li>- 10 pcs Wedges</li> <li>- Mayo</li> <li>- Cheese</li> </ul> <p>MYR 5.00</p>
<p>Cheezy Sausages</p>  <p><b>Cheezy Sausages</b></p> <p><b>RM 3</b></p> <ul style="list-style-type: none"> <li>- 5 pcs sausages</li> <li>- Mayo</li> <li>- Cheese Sauce</li> </ul>	<ul style="list-style-type: none"> <li>- 5 pcs Sausages</li> <li>- Mayo</li> <li>- Cheese</li> </ul> <p>MYR 3.00</p>
<p>Mozzarella Corndog</p>	



	<ul style="list-style-type: none"> <li>- Half mozzarella</li> <li>- Half sausage</li> </ul> <p>4 types of sauce:-</p> <ul style="list-style-type: none"> <li>* Black paper</li> <li>* Chili sauce</li> <li>* Mayo</li> <li>* Cheese</li> </ul> <p>MYR 6.00</p>
<p>Regular</p> 	<p>13-14 pcs boneless chicken Korean Spicy sauce</p> <p>MYR 8.00</p>
<p>Cheese Set</p> 	<ul style="list-style-type: none"> <li>- 13-14 pcs boneless chicken Korean Spicy Sauce</li> <li>- Cheese sauce</li> </ul> <p>MYR 10.00</p>
<p>Double Cheese Set</p>	

	<ul style="list-style-type: none"> <li>- 13-14 pcs boneless chicke Korean Spicy sauce</li> <li>- 2x cheese sauce</li> </ul> <p>MYR 12.00</p>
<p>Fun Party Set</p> 	<ul style="list-style-type: none"> <li>- 13-14 pcs boneless chicken Korean Spicy saice</li> <li>- Fries</li> <li>- Sausages</li> </ul> <p>MYR 11.00</p>
<p>Fun Party Cheese Set</p> 	<ul style="list-style-type: none"> <li>- 13-14 pcs boneless chicken Korean Spicy sauce ✓</li> <li>- Fries</li> <li>- Sausages</li> <li>- Cheese sauce</li> </ul> <p>MYR 13.00</p>
<p>Cheezy Set</p>	

	<ul style="list-style-type: none"> <li>- 13-14 pcs boneless chicken</li> <li>- Cheese sauce</li> </ul> <p>MYR 9.00</p>
---	--

## 2.4 Business, marketing, operational strategy ✓

For this topic will discuss about business, marketing and operational strategies. Before continuing with this topic we will find out what it is about business strategy, marketing and operations. The business strategy is to improve the company's position against its competition and what is clear is its business is the one that reports the most profits in its segment. Business strategy basically pursues the success of a business, for example, having a strategy will bring the company in question closer to victory in sales. For marketing strategy, it means the effort to market a product, whether goods or services, using certain patterns of plans and tactics so that the sales volume becomes higher. While the purpose of the operating strategy is also a long-term vision, consisting of the mission, goals, policies and distinctive competence of a company. ✓

In addition, the business, marketing and operational strategy of every business and employee needs to be discipline and time management well. This is because as a trader it is necessary to be disciplined and manage time to ensure that the business runs smoothly and every behavior of the trader will affect the employees in a business. As a trader, you also need to manage your time well because every time that passes is a very important time for the business. Therefore, time management is very important in business. Every employee at HanaChiken also needs to come to the store 5 to 10 minutes earlier than the time to open the store because they need to make some

preparations to open the store to start operations as per the set time so that customers can buy food in the store at the set time.

Next, the business, marketing and operational strategy is to use social media to attract customers. This is said to be so because today's society prefers to use mobile apps to order food. As such, HanaChicken's business has created accounts on social sites such as Instagram and Facebook. By using the platform on social media as a business platform we can attract customers on social sites by posting pictures of food products sold with this will result in an increase in customers and can benefit this business. HanaChicken owners also use Facebook as one of the strategies to find new customers and retain existing customers by storing the phone numbers of old customers so that they can connect again through the Whatapps application.

Beside that, know the target of the product to be sold. Due to the problem that has hit the world, the Covid-19 pandemic has affected the delivery of food products in HanaChicken because the delivery can only be carried out around Perlis only. Therefore, the promotion should be done only for the community in the state of Perlis so as not to attract customers which causes marketing losses. For example, the delivery of food products at HanaChicken which took place around Perlis but a customer from the state of Johor placed the order. This will cause the marketing to suffer a loss in terms of time, cost and energy.

Finally, solve problems that occur with customers well. This is said so because if a customer who buys food products at HanaChicken, we and are not satisfied with the products that have been provided by HanaChicken. They will be given the choice of whether the customer wants their money back or wants HanaChicken to replace it with the item. To get a replacement and a refund, the customer must take a picture or return the product for us to see and replace or return the customer's money so that what the customer says is correct and HanaChicken will correct the mistake that has been made so that the problem does not happen again. . ✓

## 2.5 Financial achievements

Financial achievement is the performance of the company's financial for a certain period covering the collection and allocation of finance measured by capital adequacy, liquidity, solvency, leverage and profitability. Based on what miss Azlisha has said, she told that her sales is around RM 7000.00 to RM 8500.00 in a month. Her profit is around 50% and total is around RM 3000.00 to RM 4000.00 a month.

## 3.0 COMPANY ANALYSIS

### 3.1 Swot Analysis

SWOT analysis is a complication of ours strengths, weakness, opportunities and threats. SWOT analysis can help to develop awareness and improving the management of the business become well and making the improvement. Through the interview session on 21<sup>st</sup> May 2021, Nur Azlisha Farhana who is the owner of the HanaChicken had share her experience about her business. This is the table of SWOT Analysis of HanaChicken.

<b>STRENGTHS</b> I. Came from family business which has an experience in handling a business. II. Interested in world of business III. Passionate in korean food	<b>WEAKNESS</b> I. Due to pandemic Covid-19, the arrangement stock to Perlis is hard to get due to the lorry hard to get in to Perlis. II. Plus, for the physical store is hard to people to come to dine in due to Movement Control Order (MCO).
<b>OPPORTUNITIES</b> I. Can find the income in student life II. Nowadays, korean food is popular food among the society. III. Mostly original korean recipe food are includes pork and other, so Azlisha make it as a halal korean food and mix with local taste.	<b>THREATS</b> I. To maintain the business and can cope any problems that will happen. II. The attitude of the customers especially in arrangement time in delivery management. III. Raw ingredients are pricey. IV. Due to Covid- 19 the physical store does not making well due to MCO. So, Azlisha need to make a strong marketing to



## 4.0 FINDINGS AND DISCUSSION ✓

### 4.1 Main Problems

Entrepreneurship is a very important endeavour in today's world. It is a catalyst for economic change and development in Malaysia. The success of a person in the field of entrepreneurship will be an example and follow the community in continuing in this sector. In general, the role of entrepreneurship in economic development is not limited to increasing the rate of production and income. It also involves changes to the structure of business and society. These changes were accompanied by growth and increased production. Every business that has been ventured into by every society must have certain problems that allow the business to suffer a small loss in terms of time, cost and energy.

This study is to find out the problems that occur in the business owned by Nur Azlisya Farhana Binti Ahmad Zalizan as the owner of HanaChicken business in F & B industry specializing on selling korean spicy fried chicken. The problems that are supposed to happen in the business industry are necessarily the problems that happen are the customer problems, the raw material problems and the covid-19 pandemic problem.

Besides that, customer problems are a problem in business because traders have to serve various customers such as impatient customers and understand the working time of traders who have set delivery time but ignored because they want delivery to be done according to their wishes while delivery time has been told. For the problem of raw materials is the most important material in a business. This is said to be so because the shortage of raw materials has led to an increase in the cost of raw materials that need to be used by traders causing traders to have to be patient to wait for the delivery of raw materials.

In addition, with the Covid-19 pandemic problem that hit has also made the delivery of raw materials difficult to obtain to ship the raw materials needed by traders to meet customer demand. The problem of this pandemic has also resulted in shops being physically difficult to open as it is necessary to comply with the

movement control order (MCO) that has been set by the government to eradicate this pandemic.

Finally, by knowing the problems in a business we can overcome the problems faced in the entrepreneurship industry so that this industry can increase the country's economic growth and provide employment opportunities to society.

#### **4.2 Solution For The Problems** ✓

An entrepreneur defined as someone who takes on an entrepreneurial venture to create something new that solves a problem; small business ownership and franchising are also entrepreneurial options. The venture could be for profit or not for profit, depending on the problem it intends to solve. Entrepreneurs can remain in a full-time job while pursuing their ideas on the side, in order to mitigate risk. On the opposite end of the spectrum, entrepreneurs can take on lifestyle ventures and become serial entrepreneurs. There are many factors driving the growth of entrepreneurship, including employment instability, motivation to create something new, financial factors and free time associated with retirement, and the greater acceptance of entrepreneurship as a career choice. Identifying a new possibilities, solving problems, and improving the quality of life on our planet are important aspects of entrepreneurship.

There are many of suggestion problem in business owned by Miss Nur Azlisya Farhana which is, she was the owner of HanaChicken in F&B industry on selling korean spicy fried chicken. As we knew that entrepreneur does not have the luxury of avoiding problems and they have to be responsible in between to solving the problems. There are two suggestion problem that might be some way to occurs in Hana Chicken.

Firstly, how she overcome the customer problems. As we know, customer want great experience, as they do not want to losing money, time and the most important is patience. Even with the best effort might be difficult to handle the customer problems. The first things first is listen to the customer and show them some genuine empathy. This step is just to set our mind to listen carefully what their customers want and explanation is the key to overcome the problems. As a traders, must patiently welcome a full of explanation of the issue that the customers faced. An entrepreneur also need to offer some solution and give the customer option whenever possible. This

is because when the customer need to hurry. The entrepreneur should giving them options for better service. For example, better deals, delivery services, and etc. This way will make them feel in charge again.

Next, how to overcome the biggest issue which is pandemic covid-19 problems. As we all knew, this pandemic gave a lot of impact to traders in business. According to miss Azlisya, she said that during the pandemic gave them a big impact because they can't do a delivery services due to Movement Control Order (MCO) in Malaysia. The customers from another state also can't tried the product which she sell. It gave a lot of pressure also because they was a regular customer. She used a creative solution which was, she sell the sauce that she put in spicy Korean fried chicken. This was a best solution because some of regular customer living in distant state.

By giving the suggestion problem, hopefully can gave an entrepreneur some ways to increase the country economic and it can provide employee in society.

## **5.0 CONCLUSION**



In conclusion, it is clear that Entrepreneurship is very important nowadays. The field of entrepreneurship is not only ventured by adults but also teenagers have now ventured into it. Based on the interview with Azlisya, Every problem needs to be controlled and divided well and needs to be solved well. The problem in terms of cost also needs to be addressed well. It is not easy to divide time between studying and doing business but Azlisya proved that she can succeed. The problems faced are also not a reason to continue to be in the same place. Entrepreneurship can also be used as an example to the community to the youth to further develop themselves and even the national economy. All of these activities have the potential to raise the community's living standards. Furthermore, entrepreneurs are encouraged to support government objectives like the New Economic Policy (NEP), which strives to rebuild society and eliminate poverty. One of the key criteria of an entrepreneur, in my opinion, is mastery of knowledge. This is because we are easily tricked and enslaved by land leeches if we do not master information. We can also look into how to make the most profit in each accounting quarter. Aquatic Science, Accounting Principles, Basic Economics, and Business Mathematics are also subjects of knowledge that can be used to the world of entrepreneurship. Myclin, Donald Trump, Bill Gates, and Syed Mokhtar Bhukori are all successful entrepreneurs who can be cited as examples. It is

evident that mastering knowledge allows us to be successful business owners.  
Ultimately, to be a successful entrepreneur we must work hard. ✓

## REFERENCES

Business of HanaChicken ✓

## APPENDICE



Interview Session with founder of HanaChicken