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PRINCIPLES OF ENTREPRENUERSHIP
(ENT530)

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CASE STUDY (SMALL BUSINESS)
RUZAINY BIN RAMLI : WARONG ADEQ

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EXECUTIVE SUMMARY

As we are given the case study assignment, we decided to choose a small business as our reference and for the study purposes. Due to that, we pick 'Warong Adeq' a restaurant located at the front gate of University Utara Malaysia, 06010 Sintok, Kedah Darul Aman, Malaysia. It is a sole proprietorship which served variety of homemade village food. This business is a family legacy since Mr Ruzainy inherited this restaurant from his father Ramli.

We have followed Puan Nazirah binti Omar guidelines in which we interview Mr Ruzainy face to face. Due to distant constraint and time barrier, we are unable to meet the owner in a group. Therefore, we send one of our members (Nik Hanis Suhaili) to run the interview session personally with our well-prepared questionnaire. Therefore, we had gained all the details, facts and information regarding the business in order to complete the ENT30 case study report.

With all the information that we achieved regarding the business opportunities, weaknesses and what are the company lack of, we created a business model canvas that consists of customer segments, customer relationship, value proposition, distribution channel, revenue stream, key activities, key resources, key partners, and cost structure. From the interview with owner of Warong Adeq, we are able to find out what Warong Adeq insufficient in such as limited target market. At the end of this case study, we hope that our suggestion may become a big help to Warong Adeq for a better performance in the future.



1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

Principle of Entrepreneurship (ENT530) are one of the elective subjects which needs to be taken by the students. This course is suitable for students that want to start a new business or acquiring existing business. It is because Entrepreneurship education refer as a programed that exposed the students with entrepreneurship skills and knowledge regarding what the market needs, what are the business opportunities and understand the customers in deep.

For students to be creative, independent and understand more how this entrepreneurship subject related with the world, students will be given tasks such as this case study of a company. Students will have to conduct an interview with their chosen company to identify what are the company problems or lack of. At the end of the case study, students will find out what are the major problems and provide the best solution to handle the problems. This case study helps student to understand how a company works and as for our case study, we conduct a case study on Warong Adeq a restaurant that provides services for foods, beverages, and small catering.

This entrepreneur subject can inspire the student to become a leader, might as well attract the students to become an entrepreneur. This subject can produce young entrepreneur, contribute to the development of a country, creative and innovative ideas. In addition, students will be exposed with sales skills, accounting skills, finance skills and enhance the student's characteristics in becoming an entrepreneur.

1.2 PURPOSE OF STUDY

For Bachelor in Accounting (Hons.), ENT530 (Principles of Entrepreneurship) is a subject, and it is compulsory for the students to take. The learning scopes are entrepreneurship itself, opportunities and exposed the student with idea on how to overcome difficult situation.

Under this subject, students will need to conduct a case study on small businesses. Students will independently manage this study by applying their knowledge and with the advice from the lecturer. Therefore, students will participate in problem-solving, decision-making process since the student will determine the company problem and suggest solution for the problem faced by the owner and the company.

Other than that, this case study will acquire the student to prepare a business plan by using the business canvas model regarding the company that students choose. Students will understand the workflow of the company, the chain, and how the owner of the company manage the business. This are what the students will have to identified in order to point out the company issue and provide best alternative to solve the issue.

2.0 COMPANY INFORMATION

2.1 BUSINESS BACKGROUND

BUSINESS OWNER	Ruzainy Bin Ramli
BUSSINESS NAME	Warong Adeq
BUSINESS LOCATION	Located In Front Of Universiti Utara Malaysia, Jalan Bukit Kachi, 06010 Sintok, Kedah Darul Aman, Malaysia
WORKERS	5 Workers (2 Cleaner, 2 Chef, 1 Barista)
BUSINESS CONTACT NO	012- 4524145 (Mr Ruzainy)
BUSINESS HOUR	Sunday – Thursday (8:00 Am – 4:00 Pm)
INDUSTRY OF BUSINESS	Food Restaurant
COST STRUCUTURE	<ul style="list-style-type: none">• Employment : Rm1200• Electric Bills : Rm 300• Raw Material : Rm500 Per Day• Commission : Rm10 Per Day

Table 1: Business Information

In 1997, Ramli who is the original founder of the business, started a family business, in which served a variety of homemade village food. After he finished building the restaurant, his son Ruzainy, has sacrificed for the family when he decided to not further his study. This is because he wants to help his father and the family to operate the business. After decades, Mr Ramli then passed the business to Mr Ruzainy since he believes that his son has gained the experience and also the knowledge to continue and grow his legacy. When he began to operate the business by himself, Mr Ruzainy bin Ramli renovated the restaurant and changed the name of the restaurant to 'Warong Adeq'. This restaurant was given the name 'Adeq' because the owner has always being called 'adik' during his childhood time. The business have been longed more than 25 years and have been recognised by the community around University Utara Malaysia (UUM).

Other than self-service sales, this business provides opportunity to other people to sell their food such as malay traditional desserts (*kuih muih*) and in return, Warong Adeq received commission from the sales. In addition, this business also accepts offer for small catering service. Usually UUM will make a demand for their catering services for several

occasion such as convocation. This has shown that this business is in a good term and have possibility to expand better since Malaysia are currently in endemic situation.

2.2 ORGANIZATIONAL STRUCTURE

Under organizational structure, it consists of system and also the flow of information between the levels within an organization. Below are the organization chart and also the member's task:



Mr Ruzainy are the owner of Warong Adeq. He hired 5 workers which are the people who lived around the business location. Those 5 workers consist of 2 chef, 1 waiter/barista and 2 cleaners.

2.3 PRODUCTS/SERVICES

A product is a tangible object that is put on the market for the aim of sale, interest, or usage, whereas a service is an intangible item that is the result of one or more people's labour. Although it may appear that the main distinction between the two concepts is their tangible nature, this is not always the case. In most circumstances, services are intangible, whereas things are not.

In terms of product produce, 'Warong Adeq' served a variety of dishes every day to the customers. Some of the menu that are available in 'Warong Adeq' are *Nasi Lemak, Makanan Berlauk, Ikan Bakar, Daging Bakar, and Ayam Bakar*.

In terms of services, the restaurant provides a small catering for a special occasion or any event at Universiti Utara Malaysia (UUM), Sintok, Kedah. 'Warong Adeq' would take and receive any request from the university itself in order to proceed with the catering services.

'Warong Adeq' make sure that the products and services is at the highest quality and standards. Serving good meals can help your restaurant gain a positive image and encourage customers to return. Serving consistently outstanding meals requires high-quality ingredients and an expert cook. A good cook is aware of your visitors' needs and collaborates effectively with the kitchen staff to ensure that guests receive their meals exactly as they requested. The restaurant also makes sure to get great customer service entails not only comply to best practises such as respecting customers' time, maintaining a pleasant mannerliness, and providing knowledgeable and resourceful resources, but also going above and beyond to exceed rather than meet expectations.

2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY

- **BUSINESS STRATEGY**

A business strategy lays out a plan of action for achieving an organization's vision and defined goals, as well as guiding decision-making processes to enhance the company's financial stability in a competitive market. These are 'Warong Adeq' business strategy:

Target Customer

A target market is a group of people who have been identified as potential customers for a company's products based on some shared characteristics. Identifying the target market guides the decision-making process as a company creates, packages, and distributes its product. A target market can be divided into groups based on age, location, income, and lifestyle. Many more demographic factors could be considered. Their age, hobbies, interests, and occupations can all be considered.

The majority of Warong Adeqs' customers are all university residents, whether studying or working. As a result, the restaurant can identify potential customers with the purchasing power to buy their product and increase sales.

Customer Retention

Customer retention is defined as the act of trying to persuade existing customers to purchase additional products or services from your business. The customers have already been converted at least once, as opposed to customer acquisition or lead generation.

Warong Adeq constantly working to improve customer retention. To increase brand loyalty, they focus on buyer relationships with existing customers. Their strategy is to provide quick support and collect feedback from customers. They must, above all, provide a flawless experience that delights them at every turn. Loyal customers are more likely to share free recommendations with their coworkers, friends, and family.

- **MARKETING STRATEGY**

A marketing strategy is a company's overall plan for contacting potential customers and turning them into paying customers for its products or services. A marketing plan includes the company's value proposition, core brand message, statistics on target consumer demographics, and other high-level aspects. A comprehensive marketing plan covers the "four Ps" of marketing: product, price, location, and promotion. A strong marketing strategy should center on the company's value proposition, which explains what the company stands for, how it operates, and why customers should do business with it. Warong Adeq employs the four Ps of marketing strategy for their company.

Product

A product is an item or service that a company sells to its customers. In principle, a product should meet an existing consumer need. Optionally, a product could be so appealing that buyers believe they require it, creating new demand. Warong Adeq's current product is *Nasi Lemak, Makanan Berlauk, Ayam Bakar, Ikan Bakar and Daging Bakar*. They start to operate from 8:00 am until 5:00pm. Some may believe that selling Malaysian cuisine in the village, such as *Ayam Bakar*, will not make them any revenue. Warong Adeq has proved that this mindset is incorrect, as the restaurant was able to survive the outbreak of the Covid-19 pandemic.

Price

The price of a product or service is indeed the amount paid by customers. Marketers must consider the product's actual and perceived value, as well as vendor costs, seasonal discounts, and competitor pricing. Warong Adeq sells food at a low cost, allowing more people to try it. According to what customers ordered, the majority of the foods are under RM7.

Place

When a company chooses a site, it is attempting to determine where it should sell a product and how to get it there. The ultimate goal of business leaders is to get their products in front of the customers who are most likely to buy them. This can refer to putting a product in specific stores, as well as putting a product on a particular store's display. Product placement can refer to the act of placing a product in telecasts, films, or internet outlets to draw attention to it in certain conditions. Warong Adeq has a physical site which is the restaurant itself. The

customers will come to the restaurant and workers or waiters of Warong Adeq will take their orders.

Promotion

Product promotion's goal is to convince customers why they need a product and why they must pay a certain price for it. Promotion includes things like advertising and promotional strategy. Warong Adeq does not use social media to advertise their restaurant. Instead, they rely on verbal approach to promote it to the customers who have come to eat there so that the customers will tell to his or her friends or colleagues.

- **OPERATIONAL STRATEGY**

Operations strategy is a part of operations management that deals with long-term planning for a company's customer service and business strategies. The company's goals and aspirations, as well as the specific plans for achieving those goals, are the focus of operational strategies. These plans are in charge of ensuring that the proper procedures and technology are in place to assist the company in achieving its goals. This implies that strategic planning must consider not only current equipment and procedures, but also the distribution network, buyers, competitors, internal strengths and weaknesses, and company facilities. These factors should be examined to see how they endorse or inhibit the company's strategy, as well as what needs to be done to maximise their utility and verify operational capacity. Warong Adeq uses the following operational strategy in their business.

Customer-driven strategies

A customer-driven marketing strategy looks at how your products or services can meet those needs and focuses on them. After determining the target market, Warong Adeq will ask for customer feedback after each order in order to improve. Customers' satisfaction will always meet or exceed their expectations as a result of this. This able the opportunity to enhance their food cuisine and services in the restaurant.

Product and Service Development

Product development is the process of coming up with new ideas, designing them, developing them, and marketing them. Product development aims to satisfy a consumer need in order to increase, maintain, and enlarge a company's market share. Since not every product will attract to every customer, identifying a product's target market early in the development process is critical. Before the service or product is construed, during the design process, and after the product is introduced, quantitative market research should be conducted.

Warong Adeq may add a new cuisine to the menu to increase and develop their sales and customer satisfaction in order to grow the business to greater levels.

3.0 COMPONENTS OF BUSINESS MODEL CANVAS

A business model explains how an organisation creates, delivers, and captures value. Entrepreneurs must develop and refine a business model for themselves in order to gain clarity about what they are doing, as well as for discussion with colleagues, partners, and other stakeholders. Furthermore, this business model will assist them in identifying opportunities both internally and externally. Warong Adeq components of business model canvas are as follows:

3.1 KEY PARTNERS

Jitra's Market (Vegetables)

This market is a street market in Jitra, Kedah that opens in the daytime every day, usually in residential neighbourhoods. It brings together a collection of stalls that usually sell goods such as fruits, vegetables, meats, fishes, chickens and breakfast meal at cheap or at least reasonable prices. However, Mr. Ruzainy always purchase and stock up his vegetables supplies here only, once in a every 2 days. According to him, he always ensure the vegetables he used in his food are freshly from the market, because fresh ingredients makes food more edible and delicious.

Raw Ingredients Supplier (Fish, Meat and Chickens)

For this key partner, one of Mr. Ruzainy's contact is the main supplier regarding these ingredients only which are fishes, meats and chickens. The supplier just send the items ordered every morning directly to the restaurant, and received money from the owner itself.

Packaging supplier

Since Warong Adeq is a self service restaurant, the customer can choose whether to dine in, or take away by packing the food in a tray display themselves and paid for it. In order to maintain good quality of self service, Mr. Ruzainy would purchase the plastic and container packaging in large quantities to avoid insufficient supplies that most likely will affect his business operation.

Universiti Utara Malaysia Sintok (UUM)

The restaurant also deals an agreement with the institution for small catering services when it comes to special occasion such as graduation.

3.2 KEY ACTIVITIES

Key activities of a business represent what the company must do to make the business model work. These activities can be producing a product or providing a service, or a mix of both. The significant key activities for Warong Adeq are mainly focused on production:

Opening the restaurant

Starting from 7.30AM, Mr. Ruzainy and his worker arrived, begin to take part on their own duty such as sweep the restaurant floor, arrange and wipe the tables as well as chairs and wash the kitchen equipment if needed. At the same time, Encik Ruzainy would start to check and top-up the food ingredients required for the cooking part later. Then, the Warong Adeq's chef will proceed to prepare the available ingredients to cook the food according to the menu list. By 11AM, the ready-to-eat food will be put in a tray, then transfer them to food display glass shelf, to ease the customer to pick their favourite menu.

Promote small street food seller

In this part, Mr. Ruzainy also accept others small street food sellers to promote and leave their food in his restaurant such as Nasi Lemak, and various of traditional Malay kuih. There are also some dessert and snacks product available at his restaurant, such as brownies, popcorn, and chips. All those outsiders' seller's food product will be displayed and placed on a table to make it easier for customer to observe and take it if they interested. From the sales he got, would help both parties in terms of profit.

Family Homemade Sandwich

Other than that, his family also involved themselves to help him to increase their income. According to Mr. Ruzainy, the idea of homemade sandwich came from both of his daughter. The daughters would wake up early every day, just to make and prepare the sandwich and pack it for his business. The sandwich recipes are such as egg sandwich and meaty sandwich. In addition, the family sandwich did give positive feedback from the customer, and they decide to continue it until now.

3.3 KEY RESOURCES

This input is the main key in business model canvas, its used by the company to build their value proposition in the businesses. The key resources for this company are using the best and fresh ingredient and special recipe to attract people and make it as their favorite place for lunch and it also provides the good environment to make sure their customer satisfied during eating their lunch. Warong Adeq key resources can be divided into two categories which are physical and human resources:

Physical Resources

It refers to tangible asset that company used to add value proposition their business. Examples of Warong Adeq physical resources are transport, freezer and cooking equipment like stove and other equipment for the management of restaurants. They have a transport like car and van to go to the market to buy the raw materials. Another physical resources for Warong Adeq are freezer, they will keep the raw material in the freezer to keep the quality and the freshness.

Human Resources

Human resource is referred to the issues that related with employees. In this cases, Warong Adeq called it their staff as their partners. It is because the owner said he want to keep it in their mind that's without them, his business cannot operate well and be successful. This small thing actually can motivate the employees when working with us. This the reason why Warong Adeq have a well knowledge, well trained and qualified staff to be their partners in this business

3.4 VALUE PROPOSITION

A business model tool that helps to make sure that a company's product or service is positioned around customers' values and needs.

Signature 'Teh Ais'

'Teh Ais' is Malaysian sweet drink, combination of concentrated tea and condensed milk. It can be hot or cold. However, according to customer, the 'the tarik' in Warong Adeq had its own unique taste that cannot be compared with others. It makes it more special and signature drink in this restaurant due to hereditary recipes from the owner's family. No one knows except for Mr. Ruzainy.

📌 Mural Design Restaurant

The use of wall murals and other wall art in the interior design of the restaurant can offer a significant boost to the business. The owner not only smart in handling his business, he also creative in his own way for his restaurant's sake. The owner put an effort by drawing food, flower and any appropriate decoration and paintings to make his restaurant looked delightful and alluring.

📌 Strategic Area Restaurant

The business located in front of an academic institution, obviously the restaurant would gain customers' attention.

3.5 CUSTOMER RELATIONSHIP

In the context of customer relationship, it indicates the relationship our relationships with the customers and how we as an owner of the business create a strong bonding with the customers. There are three types of customer relationship that related to this business which are:

📌 Long Term

It means to ensure the customers to stayed with us and we need to create a deep relationship with them. This is one of the ways Warong Adeq create the bonding with its customer which is they will remember their regular customer and what they food and drink that they will order when eating at the restaurant. This will make them feel that we appreciate them as our customer

📌 Personal Assistance

It defines as the relationship is based on human interaction. In Warong Adeq, they will use personal assistance to interact with their customers if they have any problem with their purchases. A customer service in Warong Adeq was verry excellent because the staff and the owner itself are generous and kind, so if the customer having a problem while dine in at their restaurant, they can easily ask for help from the staff. Therefore, when they are being so friendly with the customers, the customers will feel comfortable and happy when dine in at Warong Adeq and they going to repeat to dine in at our place. Hence, the company believe that direct communication with customers can give them more insights into their customers' problems, which will lead to customer loyalty and satisfaction

Self-service

Self-service is no direct relationship with customers. It provides all the necessary means for customers to help themselves. Such as, in Warong Adeq, the food is being displayed in a tray at one corner, so the customer can freely pick their favourite menu available, either put it in a plate to dine in or packed the food to take away. The options are in customer's hand.

3.6 DISTRIBUTION CHANNELS

Distribution channels are used by businesses to out-reach customers. In Warong Adeq they are only using one strategy to reach out their customers.

Direct Communication

Direct communication can be described as mouth-to-mouth method. This is the most effective ways for the company to reach out their customers. In Warong Adeq they do not have any social media such as Facebook, Instagram and so on to promote their business, they only relied on this method to reach out their customers. This is because their restaurant is located on the outskirts of city yet strategic area because it is in front of University Utara Malaysia (UUM). Thus, local people, student and lecturer shall be the main customer and Warong Adeq is the only restaurants open around there. In addition, there is no other restaurants was open around that area, so they don't have to compete with others or worried losing their regular customers. Therefore, it is much easier for them to attract the customers by using direct communication channels. This type of distribution channel easily spreads to the people around that area because the connection between them is quite strong rather than residents in the city.

3.7 CUSTOMER SEGMENTS

In this context, the company can find their customer target to promote and sell their goods and services. Customer Segments include not only buyers or prospective buyers but all parties who make the decision to buy. Warong Adeq decided local people, students, lecturer and the menu preference as their targets.

Local people, students and lecturer at UUM

Basically, these group of customers is Warong Adeq targeted customers and these group is a regular customer at Warong Adeq. When it comes to lunch, they are

preferred to buy it from Warong Adeq. This is because there is no other restaurant around that area and Warong Adeq is the closest one. Besides that, food in Warong Adeq also delicious because they are using fresh ingredients and they have a skillful staff in cooking.

✚ Menu preferences

To attract customers attention Warong Adeq has serve variety types of dishes to ensure the customers satisfied with their service. The most important thing is the price of all dishes are reasonable and affordable is affordable for the students and the food amount also satisfying. This the main reasons why students and lecturer in that areas always dine in at Warong Adeq.

3.8 COST STRUCTURE

Cost structure is the expenditure incurred by a company.

✚ Labor Cost

Labor cost is referred to the cost of wages that they must paid to their staff. In Warong Adeq, they have 6 workers including the owner. Mr. Ruzainy is the one who managed the company account and the customer service. There are three workers will involve in kitchen area and another one worker are cleaner, she is the one who will wash all the dishes and clean up the restaurants.

✚ Raw Ingredients Cost

The owner top-up the raw materials once in 2 days every week. The excess of the ingredients will be kept in the freezer and storage for the next day. The owner roughly spend RM500 per day.

✚ Equipment Cost

Equipment cost in Warong Adeq is referred to kitchen appliances for examples:

- Kitchen equipment: stoves, freezer, fridges, dishwasher, ice box
- Cooking equipment: pots, pans, ladles, cutting boards, etc
- Service equipment: serving trays, utensils, glass, plates, etc

This is all of the equipment that Warong Adeq must be prepared when opening a restaurant

Utility Bills

A utility bill is a monthly statement of the amount a household or business owes for essential services or utilities. The restaurant utility bills are:

- Electricity
- Water
- Gas
- Trash and Recycling

The average total is : RM300 per month

3.9 REVENUE STREAMS

Revenue streams are the various sources from which a business earns profit from the sale of goods or the provision of services. Warong Adeq generate profits through service revenue such as:

Food sales

Every time customer come, they will personally go to the cashier and paid for their food in terms of self-services. The price range for the food menu is different depends on what type of ingredients used in one recipe. For examples, 'Ayam Masak Merah' used chicken as the main portion for the menu, thus the customer need to pay more since raw chicken getting expensive in market.

Small Catering (UUM)

Whenever the academic institution has a special event or any occasion that required food buffet, the organization itself will propose the idea to Mr. Ruzainy to provide food catering services. With this, the business can generate additional income for the business.

Business Model Canvas

WARONG ADEQ

<p>Key Partners</p> <ul style="list-style-type: none"> Market Jitra (Vegetables) Fish supplier (Fish, chicken, meat) Packaging Supplier University Utara Malaysia Sintok (UUM) 	<p>Key Activities</p> <ul style="list-style-type: none"> Opening the restaurant Promote small street food seller Family Homemade Sandwich <p>Key Resources</p> <ul style="list-style-type: none"> Physical Resources Human Resources 	<p>Value Propositions</p> <ul style="list-style-type: none"> Signature Drink (Teh Ais) Mural Design Restaurant One and only restaurant located in that area. (Strategic) 	<p>Customer Relationships</p> <ul style="list-style-type: none"> Long Term (UUM) Personal assistance Self-service <p>Channels</p> <ul style="list-style-type: none"> Direct communication 	<p>Customer Segments</p> <ul style="list-style-type: none"> Local Customers – Students, Lecturer (UUM) Menu Preferences
<p>Cost Structure</p> <ul style="list-style-type: none"> Raw material cost Labor cost Equipment cost Electricity Bills 		<p>Revenue Streams</p> <ul style="list-style-type: none"> Food sales Small Catering (UUM) 		

4.0 FINDINGS AND SOLUTIONS

Entrepreneurs are bold and brave individuals who overcome any obstacle gracefully. They investigate the issues, understand them, and try to solve them with the best solutions. The most important thing they should do is address and settle the issues that have arisen. Warong Adeq faced various challenges during the year, including insufficient market penetration, poor promotion, and an inappropriate site on which to conduct business.

1. LIMITED TARGET MARKET

Because Warong Adeq is a small business, they limit their marketing to Universiti Utara Malaysia students and staff. The source of revenue for Mr. Ruzainy has steadily declined as a result of the Covid-19 epidemic. The government's restriction movement order has a negative impact on all entrepreneurs who make a living from outside daily sales, including 'Warong Adeq.' The institution is compelled to close temporarily owing to government instructions, and all members of the university community are required to stay at home during this time. Because the majority of consumers are students and workers, 'Warong Adeq' has a difficult time operating every day and not being able to make revenue as before owing to a shortage of clients. Nevertheless, this is a problem that certain small-sized business will encounter.

SOLUTIONS

WIDEN TARGET MARKET

Warong Adeq is still unknown even throughout the Bukit Kachi area. Seeing that they struggled to stay operated by selling various kind of foods and baverages, it is time for them to finally step up their game a little bit by widening their target market by focusing on customers outside of Universiti Utara Malaysia area. **According to the five case studies, it is shown that six major areas of concern are effectively involved when small businesses expand their business geographically. (Barringer & Greening, 1998)** They can enlarge their business on selling their foods and baverages by doing cash on delivery (COD) or food delivery for area around Bukit Kachi. Afterward, they will be able to not only increase their monetary income but also increase awareness of their business name among those from that state.

2. WEAK ADVERTISING

In this case study, we discovered that Warong Adeq did not openly market their business. The company has traditionally focused on the University Utara Malaysia region. They have had no consumers from beyond the neighborhoods. As a result, Warong Adeq has struggled because their primary source of income is from workers and students. Advertising has always been one of the most important operations undertaken by businesses of all sizes. In any case, businesses who have been using advertising do not guarantee that their company's publicity would suddenly increase.

SOLUTIONS

ADVERTISE IN SOCIAL MEDIA

Since Warong Adeq just started their business a year ago, they may want to create the influence of their business among Bukit Kachi area first. Nonetheless, they need to start promoting their business to societies. They can use social media like Facebook or TikTok to publicize their 'warong' by create a page on Facebook and create a content for TikTok to notify customers about the existence of their business. They can load information regarding their business such as business hours, business descriptions and even upload some pictures of the business activities. **As specified in a case study, a golden opportunity to give numerous kinds of community support was created by small business that use social media. (Omolloh, 2019)** Consequently, they will be able to gain more customers through the page.

SIGN UP FOR THE MARKETING DEVELOPMENT PROGRAM

According to a journal, (Chandra & Fealey, 2009) the role of Government business intervention is not only boosting and assist the business activities but they also increase awareness on the entrepreneurial activities among public. (Arshad, Ahmad, Ali & Khan, 2020) Many years ago, the government introduced some entrepreneurs' programs related. The major objectives are to help entrepreneurs who are just starting out in company or entrepreneurs who wish to develop their business. One of the programmes is the marketing development programme, which teaches entrepreneurs about advertising. We recommend that Warong Adeq enrol in the marketing development programme to boost their

advertising expertise and learn new talents. That knowledge might be extremely beneficial to them in attracting additional consumers. That information may be a great help for them to attract more customers through advertising.

3. TRADITIONAL ORDERING METHOD

Small restaurants and businesses are impacted by the covid-19 outbreak and lockdown both during and after the epidemic. As a result of this, 'Warong Adeq' has been closed in accordance with COVID-19 until a permanent shutdown is unavoidable. As a result, 'Warong Adeq' is having difficulty updating information in their menu card. Because the restaurant does not use computerised meal ordering, the restaurant management must create a menu card as a guide for guests, which is more expensive.

SOLUTION

REGISTER BUSINESS ON ESTABLISH FOODS DELIVERY APP

Another step that most small-sized food and beverage businesses take is to begin registering their business on well-known food delivery apps such as Foodpanda and Grab Food. Building an internet presence is the same as notifying customers and telling them about the excellent service provided by 'Warong Adeq'. They may raise their chances of raising sales and profit margins by adopting a customer-friendly online ordering system for their business. People have shifted from purchasing offline to ordering online since it is more convenient, and transparent. They may also finally escape the commotion caused by traditional restaurant ordering methods. Furthermore, the transition to online ordering in the business could give advantage to the management in handling their customers and order. An online ordering system for business helps to enrich the customer-business relationship. 'Warong Adeq' can develop connections with customers through online delivery during this crisis, and they can continue during post-pandemic as well. By using the online ordering system, the customer's contact information and detailed order history could be easily captured. Thus, marketing campaigns such as sending promotions and offering discounts to loyal customers could be applied to the business in encouraging repeat orders.

5.0 CONCLUSION

To sum up the case study conducted, we have learnt that being an entrepreneur is unquestionably difficult. They must mentally prepare for the possibility of failure, as everything has its ups and downs. They must consider all options carefully and make no hasty decisions. Focus on the important things and have faith in themselves. We have seen that business is a difficult job, but many entrepreneurs succeed. Even though Warong Adeq is a small company, they have persevered through the difficulties and strive to improve day by day. In this case study, we also learned how to analyse, apply knowledge, reason, and draw conclusions. As Thomas J. Watson said, *"Would you like me to give you a formula for success? It's quite simple, really: Double your rate of failure. You are thinking of failure as the enemy of success. But it isn't at all. You can be discouraged by failure or you can learn from it, so go ahead and make mistakes. Make all you can. Because remember that's where you will find success."* All we have to do now is keep trying harder, just like those successful people who aspire to be like them.

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APPENDICES

