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TEKNOLOGI
MARA



FACULTY OF ACCOUNTANCY

BACHELOR OF ACCOUNTANCY (HONS.)

MAC2204B

SUBJECT	PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
TITLE	CASE STUDY: COMPANY ANALYSIS
COMPANY NAME	GERAI NOR
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CLASS / GROUP	MAC2204B (PART 4)
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TABLE OF CONTENT

<u>CONTENT</u>	<u>PAGE</u>
FRONT PAGE.....	1
ACKNOWLEDGEMENT.....	2
TABLE OF CONTENT.....	3
SUMMARY.....	4
1,0 INTRODUCTION	
1.1 BACKGROUND OF STUDY.....	5
1.2 PURPOSE OF STUDY.....	6
2.0 COMPANY'S INFORMATION	
2.1 BACKGROUND OF THE COMPANY.....	7
2.2 ORGANIZATION STRUCTURE.....	9
2.3 PRODUCTS AND SERVICES.....	11
2.4 COMPANY'S STRATEGY.....	14
2.5 COMPANY'S FINANCIAL ACHIEVEMENT.....	14
3.0 COMPANY ANALYSIS	
3.1 BMC.....	15
3.2 KEY PARTNERS.....	16
3.3 KEY ACTIVITIES.....	17
3.4 KEY RESOURCES.....	18
3.5 VALUE PROPOSITION.....	19
3.6 CUSTOMER RELATIONSHIP.....	20
3.7 CUSTOMER SEGMENTATION.....	22
3.8 CHANNEL.....	24
3.9 COST STRUCTURE.....	25
3.10 REVENUE STEAM.....	26
4.0 FINDINGS AND DISCUSSIONS	
4.1 FINDINGS.....	27
4.2 DISCUSSIONS.....	29
5.0 DISCUSSION.....	34
6.0 REFERENCES.....	35
7.0 APPENDICES.....	36

EXECUTIVE SUMMARY

Since 2000, Gerai Nor has been a local favorite since it is located at a strategic location. Gerai Nor is a small stall and local eatery located at G-9, Pusat Bandar, Bandar Al Muktafi Billah Shah, 23400 Dungun, Terengganu. Gerai Nor set a price below RM3 for their foods and beverages which makes it extremely affordable for the customers. Gerai Nor sells about 9 different types of foods and beverages, including 4 different foods and 5 different beverages. Gerai Nor employs 3 people, 2 of them are in charge of business operations and marketing while the other one is a delivery rider. The owner of Gerai Nor, Puan Nor Roshamiza Binti Abu Bakar, first opened this small stall on December 20, 2000, and it has been almost 22 years since then. Despite the fact that Gerai Nor is currently implementing an excellent operational plan, we have discovered that the stall still requires and recommends a number of problems and improvements.

In conclusion, this report summarizes the findings of a case study conducted on Gerai Nor as a whole, including the company's background, operations, products and services offered, problems and challenges, and recommendations.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Principle of Entrepreneurship (ENT530) is one of the elective subjects that need to be taken by students in a bachelor level. Principle of Entrepreneurship (ENT530) is a entrepreneurship education that refers to a structured curriculum that teaches students how to comprehend customers' views, market demands, and recognise company prospects via entrepreneurship knowledge and skills.

This course is for students interested in starting their own business. As a result, students must interview any small firm to understand more about the industry. Students may then assess the situation and come up with viable ways to effectively handle it. Participating in this case study will assist you in better understanding how a firm is conducted.

This course also teaches students how to be great entrepreneurs by teaching them numerous skills and expertise. Having business skills and expertise may help entrepreneurs operate their businesses with a wonderful business mindset. Furthermore, this course helps students to have a broader understanding of business sectors, including finance, management, and marketing.

1.2 PURPOSE OF THE STUDY

Case studies are important since it is a component of marketing for the business. The study entails students confronting the realities of the business field and identifying any improvements for the chosen business. This study teaches students how to operate a business while also requiring them to come up with solutions to the business challenge. It also guarantees that pupils be innovative in every business choice they make. When it comes to running a business, every circumstance has a response. As a result, students must first assess the firm's flow, after which they must make any necessary modifications to assist the small business develop in this field.

Case studies also emphasize the viewpoint of the client. Instead of talking more about yourself, you focus on how a customer used your product. Many businesses make the mistake of over-promoting themselves, particularly on their websites. From the customer's perspective, you get to outline the process and outcomes of deploying your solution.

By participating in this case study, we conduct an offline interview which is a face to face interview with Nor Roshamiza Binti Abdul Bakar, who runs a small business named Gerai Nor by providing food and beverages. During the interview, we gathered much information about her business. She also told us about the problem she faced while operating the business for about 22 year

2.0 COMPANY'S INFORMATION

2.1 BACKGROUND OF THE COMPANY



Figure 1: Logo of Gerai Nor

COMPANY'S NAME	GERAI NOR
THE OWNER'S NAME	NOR ROSHAMIZA BINTI ABU BAKAR
BUSINESS LOCATION	
YEAR OF COMMENCEMENT	20 DECEMBER 2000
TELEPHONE NUMBER	
FORM OF BUSINESS	SOLE PROPRIETORSHIP

Table 1: Background of the business

Gerai Nor is owned by Puan Nor Roshamiza binti Abu Bakar. The Gerai Nor business commenced on 20 December 2000. The location of the Nor Stall is at G-9, Pusat Bandar, Bandar Al-Muktafi Billah Shah, 23400 Dungun, Terengganu.

Gerai Nor's business started when Puan Nor got her first daughter in 2000. At the beginning of the business, Puan Nor rented a small stall from the Lembaga Kemajuan Terengganu Tengah (KETENGAH) with a monthly rental payment of RM400. Puan Nor began to face challenges when the amount of rental payment did not match the profit she earned each month. Even so, for Puan Nor, customer satisfaction is a priority for her. She believes that good food preparation will make

her customers always come to buy food at her stall and she is confident that by providing good service to her customers can increase the loyalty in each of her customers.

The first food product from Gerai Nor was pisang goreng. Even so, the best selling is keropok lekor. After 20 years in business, Gerai Nor now has almost 10 food and beverage products on sale. Puan Nor so far has no plans to open a branch elsewhere because for her, prioritizing quality is more important than thinking about quantity. He does not want the quality of food and beverages sold to deteriorate due to high demand from his customers. She did not want to lose her quality just because of the high volume of orders if she opened a new branch.

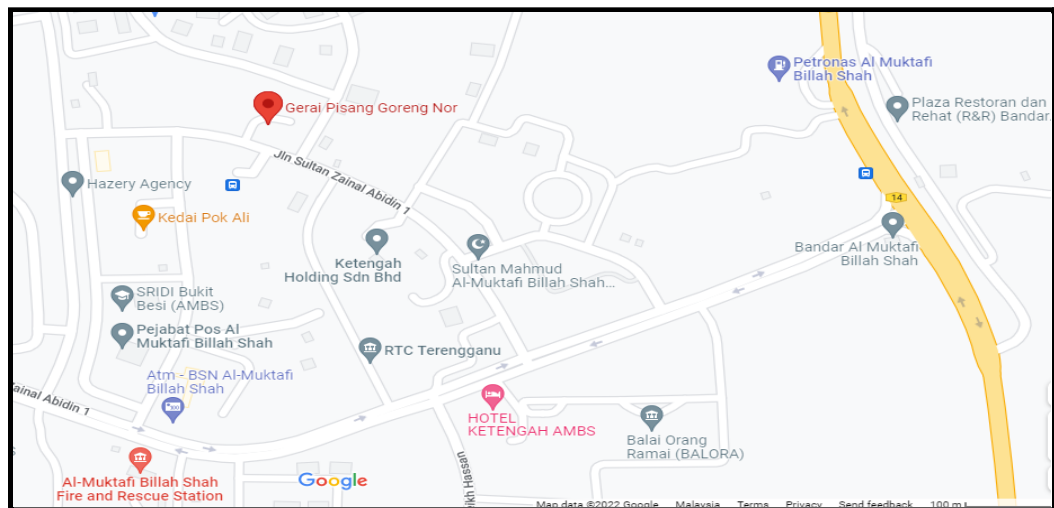


Figure 2: Location

Gerai Nor is located at G – 9, Pusat Bandar, Bandar Al - Muktafi Billah Shah, 23400 Dungun, Terengganu.

2.2 ORGANIZATION STRUCTURE

NAME	NOR ROSHAMIZA BINTI ABU BAKAR
DATE OF BIRTH	29 JULY 1977
STATUS OF MARRIAGE	MARRIED
ADDRESS	
TELEPHONE NUMBER	

Table 2: Information of The Owner

NAME	ROSHIDAH BINTI AZIZ
DATE OF BIRTH	11 MARCH 1968
STATUS OF MARRIAGE	MARRIED
ADDRESS	
TELEPHONE NUMBER	

Table 3: Information of The Operational Manager

NAME	NUR MAISARAH BINTI ADNAN
DATE OF BIRTH	19 OCTOBER 2003
STATUS OF MARRIAGE	SINGLE
ADDRESS	
TELEPHONE NUMBER	

Table 4: Information of The Sales Manager

NAME	AMIRUL HAKIMI BIN BIDIN
DATE OF BIRTH	18 MARCH 2000
STATUS OF MARRIAGE	SINGLE
ADDRESS	
TELEPHONE NUMBER	

Table 5: Information of The Staff

Organizational Chart



Figure 3: Organizational Chart of Gerai Nor

2.3 PRODUCTS AND SERVICES

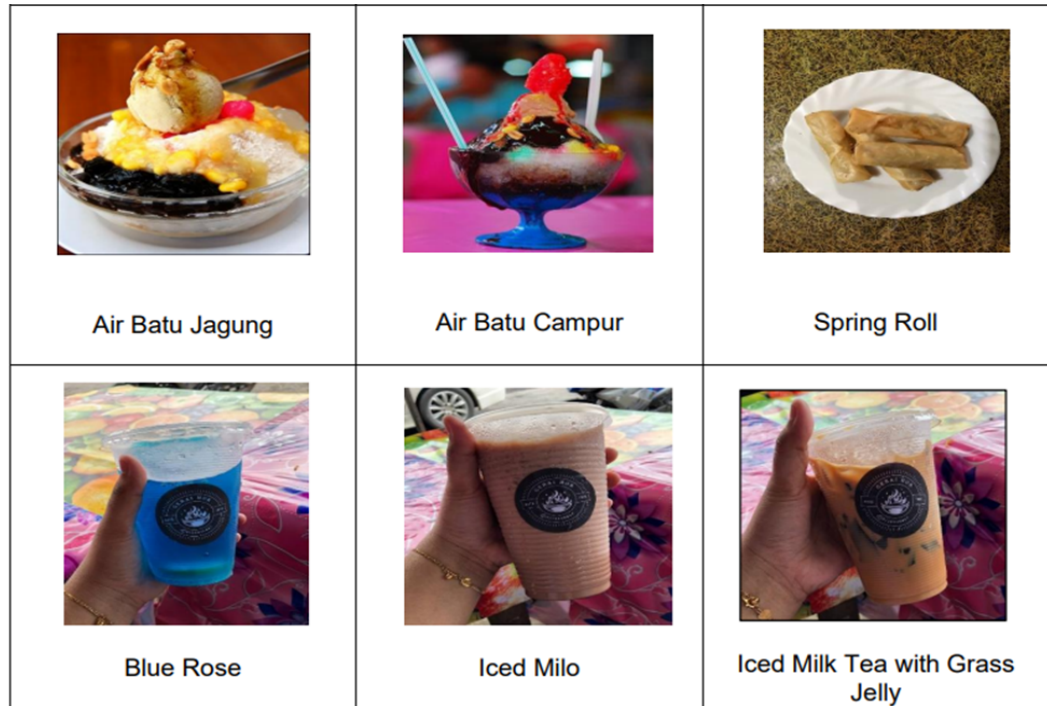


Figure 4: Products of Gerai Nor



Figure 5: Services provided by Gerai Nor

Gerai Nor offers a variety of food and beverage products and services to meet the demands of its customers. Gerai Nor's first food product was banana fritters. To gain knowledge to make banana fritters, Puan Nor has traveled to several villages in Kuala Terengganu. Therefore, the crunchiness of banana fritters produced by Gerai Nor can last a long time. The banana fritters can also be served with the sweet and hot chili sauce. The sauce is provided for free to each of their customers either for dine-in or takeaway.

The best-selling book is keropok lekor. initially, Gerai Nor produced the keropok lekor themselves. But as they faced time constraints and difficulty in getting fresh fish, they decided to buy the stock of keropok lekor from the manufacturer. The manufacturer has a keropok lekor processing plant and the factory is located in Kampung Seberang Takir, Terengganu. The manufacturer of keropok lekor has a Halal certificate and that is a priority for Gerai Nor's business to find a supplier of keropok lekor. Keropok lekor is supplied by the manufacturer once every 2 days to ensure the quality and quality of keropok lekor is guaranteed. Keropok lekor is a favorite of customers because it is a food rich in fish.

Next, Gerai Nor also offers spring rolls. This spring roll is very crunchy on the outside. The spring roll is filled with fresh vegetables such as bean sprouts, chives sauteed in oil, eggs, and a bit of chicken stock for a delicious taste. This popia goreng (in bahasa Melayu) is also a favorite of the locals, especially children.

The price for kerepok lekor and banana fritters is RM1 for 4 sticks, for spring rolls it is RM2 for 5 sticks. For drinks, Gerai Nor offers 5 types of drinks at reasonable prices. Among the best -selling drinks are Air Batu Campur and Air Batu Jagung which are sold at RM3. Other drinks sold are Blue Rose, with a little punch of lemon, Iced Milo and Iced Milk Tea with Grass Jelly for as low as RM2 only.

Next, Gerai Nor offers catering services. Gerai Nor have been involved in catering for several ceremonies and events such as office meetings, engagements events, weddings, thanksgiving ceremonies and so on. In addition, food delivery services are also provided by Gerai Nor. They have a dedicated employee to deliver food orders to customers' homes.

2.4 COMPANY'S STRATEGY

Gerai Nor sell various types of food and beverages to customers. Their main products, keropok lekor and banana fritters, are now in high demand from customers. Due to the freshness, originality and original taste of the keropok lekor well taken care of, Gerai Nor has managed to attract customers well. In addition, the stall is also located in the center of the city and its competitors are fewer because most of its residents venture into the field of office, teaching, and medicine. The marketing technique used by Gerai Nor is to promote their products through social media which are Whatsapp and Facebook. Customers can make purchases online by ordering using the WhatsApp application and the courier will send food to customers. On Facebook, they can advertise their sales in local groups and Facebook users can click on the link provided in each post to go directly to the WhatsApp number of the employee of Gerai Nor.










2.5 COMPANY'S FINANCIAL ACHIEVEMENT

Gerai Nor started its business in 2000, at the end of 2000, Gerai Nor's business only earned a net profit of RM10,000. In 2015, there was a lot of competition that also started the business which caused Gerai Nor's business to be slightly affected. Even so, because Gerai Nor always provides solid service to its customers, they are able to manage the competition problem. In addition, new customers also become regular customers at their stall

At the end of 2019, the Covid-19 outbreak began to hit the country. Following that, the government began implementing the Movement Control Order (MCO). Gerai Nor was among those badly affected as customers could not get out of the house to buy food at their stall. However, the owner, Puan Nor was able to overcome the problem by providing food delivery services to customers' homes. As a result, Gerai Nor 's business rebounded and at the end of 2020, Gerai Nor managed to earn a net profit of RM42, 000.

3.0 COMPANY ANALYSIS

3.1 BMC

<p>Key Partners </p> <p>Keropok Supplier</p> <p>Raw Material and Ingredients Supplier</p> <p>Equipment and Packaging Supplier</p>	<p>Key Activities </p> <p>Producing The Food</p> <p>Selling and Serving</p> <p>Delivery Service</p> <hr/> <p>Key Resources </p> <p>Physical Resources</p> <p>Human Resources</p>	<p>Value Propositions </p> <p>Reasonable Selling Price</p> <p>Fresh and High-Quality of Raw Material and Ingridients</p> <p>Ready-To-Eat</p>	<p>Customer Relationships </p> <p>Friendly Services</p> <p>Offer Discount and Free Gift</p> <p>Various Ways To Eat</p> <p>Provide Business Contact</p> <hr/> <p>Channels </p> <p>Stall</p> <p>Delivery Services</p>	<p>Customer Segments </p> <p>Students</p> <p>Office Workers</p> <p>Local Communities</p> <p>Tourists</p>
<p>Cost Structure </p> <p>Raw Material and Ingredients</p> <p>Employee's Salary</p> <p>Rental Cost s</p> <p>Utilities Expenses</p>		<p>Revenue Streams </p> <p>Fixed Listed Selling Price</p> <p>Catering Services</p> <p>Delivery Services</p>		

3.2 KEY PARTNERS

Partners are the ones that a company agrees to align with to form a partnership

Keropok Supplier

In order to sell the keropok lekor, Gerai Nor obtained the supply of keropok lekor from a supplier in Kampung Seberang Takir, Kuala Terengganu who is known as Jamaludin Keropok. Gerai Nor managed to get it at a reasonable price as she buys it in bulk. Jamaludin Keropok delivers all the orders to Gerai Nor once every two days. Jamaludin Keropok will ensure Gerai Nor get their keropok lekor on time and that suit the tastes of their customers to ensure Gerai Nor's business runs smoothly.

Raw Material and Ingredient Supplier

Since one of the menus available in Gerai Nor is banana fritters, bananas are the main ingredient that Gerai Nor needs in the business. Gerai Nor will get supplies of bananas from local suppliers around Dungun and Kemaman. They will only buy banana stock from suppliers who always supply to them to ensure the quality and taste of the bananas remain the same. Gerai Nor also will buy ingredients to make water and flours in Pasar Dungun and Pasar Cabang 3 in bulk once a week.

Equipment and Packaging Supplier

The items needed for Gerai Nor to sell and serve their food is cooking and serving utensils and food packaging. There is a supplier who will send the equipment that will be used by Gerai Nor when doing business such as food wrappers, plastic food containers and even straws once every two weeks. This supplier will supply the equipment and packaging that suit the budget and needs of the Gerai Nor. They will ensure that they deliver supplies on time and in sufficient quantities as required by Gerai Nor.

3.3 KEY ACTIVITIES

Key activities are the activities that need to be performed by the business model. It is like their routine, ways and what they do to run their business.

Producing The Food

The production process is one of the main activities in Gerai Nor. As Gerai Nor provides the best food and drink to their customers. They will start their daily production activities from the morning by defrosting the keropok lekor. This process will take a long time causing them to have to start early in the morning. Then, they will cook the keropok lekor according to the customer's wishes, whether fried or boiled. Puan Nor will make sure all the bananas have been peeled before 9 a.m. every morning when the stall opens. Around 9 a.m, Gerai Nor will start frying bananas that have been coated with a mixture of flour and other raw materials early in the morning.

Selling and Serving

Cooked food which are keropok lekor and banana fritters and drinks will be sold when customers start coming to the stall, customers will get sauce when buying keropok lekor and banana fritters to eat together. Customers who come to the stall can choose whether to eat at the stall or to take away the food. Customers will be treated with special care no matter whether they take away or eat at their stalls.

Delivery Service

Gerai Not also provide food delivery services to homes or places around their stalls to customers who want to taste and enjoy keropok lekor and banana fritters from them. customers can call, message or use WhatsApp to get food delivery service from Gerai Nor to their place. Gerai Nor will deliver the food according to the customer order and set time.

3.4 KEY RESOURCES

Key resources are the main inputs used by the company to build their value proposition, a way to serve their customer segment and deliver the products to the customers.

Physical Resources

Gerai Nor's first physical resource is the raw material. The raw material that has been used to cook keropok lekor and banana fritters by Gerai Nor is banana, ikan tamban, corn flour and starch flour. Second, the stall. The stall is used for the sale and takes orders of keropok lekor, banana fritters and drinks from the customers. It is to make it easier for them to sell and serve their customers that buy their products as the customer can come and see the products by themselves. In addition, this stall will be used as a place to prepare ingredients for cooking.

Human Resources

The employees are the human resources for Gerai Nor. Gerai Nor will ensure that each of its employees perform their duties well and honestly when dealing with customers to ensure that customers get the best service and food. The employees play an important role in Gerai Nor. Puan Nor Roshamiza binti Abu Bakar who is the owner of Gerai Nor, will be assisted by 3 employees. The employees will help Puan Roshamiza in preparing the ingredients, promoting the product and stall and deliver the food to the customers.

3.5 VALUE PROPOSITION

Value proposition is the good points of the product's proposal and why buyers need to purchase the company's product.

Reasonable Selling Prices

The value proposition offered by Gerai Nor is that they sell food at reasonable prices. The price for their banana fritters is RM 1 for 4 pieces, the price is well worth it which allows Gerai Nor to be the choice of the locals. The proof is, customers especially students are among the regular customers who continue to support by buying from this stall.

High Quality and Fresh Raw Materials and Ingredients

Gerai Nor uses fresh and high-quality raw materials and ingredients. Gerai Nor will restock raw materials once a week to ensure raw material remains fresh and of good quality. The material restock is up to 200kg every week as it used to sell during the week. It shows, Gerai Nor will ensure that each of raw material and ingredients used meets the set standards and does not exceed the set time.

Ready-To-Eat

The food they sell is also ready to eat. It will make it easier for customers to continue eating without having to re-cook it. Customers can eat as soon as they buy from Gerai Nor. This can save buyers time and energy to eat food from them.

3.6 CUSTOMER RELATIONSHIP

Customer relationship is the way the seller establishes their relationship towards customers. The good relationship with customers can make customers like and continue to support the business.

Offer Discount and Free Gift

Gerai Nor considers several elements to ensure the relationship with customers is preserved. They will give a discount or free gift for the purchase above RM 15 to every customer. Gerai Nor will give milk tea for free to customers who spend over RM 15 in their stall. This is to encourage customers to spend more at their store as well as the way they show they value their customers.

Friendly Services

Gerai Nor will make sure they serve every customer well and friendly to make sure customers feel comfortable and want to come back to buy again at their stall. This way, customers will feel comfortable and appreciated buying in their stall in the future.

Various Ways To Eat

They also provide several ways for customers to enjoy their keropok lekor, banana fritters and drinks. Customers can enjoy and buy the foods and drinks either by walk-in, dine-in, takeaway, or used delivery services provided by Gerai Nor. These ways will make it easier for customers to get and eat food from their stalls according to where they want to eat it.

Provide Business Contact

Customers also can make a call, messages or even WhatsApp as Gerai Nor provides the personal contact at every packaging. It is for the customers that want to express their personal opinion or comment on the product they buy from Gerai Nor. This allows them to improve their services and products to meet the demands and wants of customers.

3.7 CUSTOMER SEGMENTATION

Customer segment is the process of grouping a customer base into a group of people, the customers are grouped based on the types of customers that the business is serving. Example, based on the age, gender, occupation or interest.

Students

Gerai Nor's customer segment will be for those in the area around their stall. As their business is conducted in the heart of the town. It can be seen as the stall is near to Universiti Teknologi Mara Bukit Besi that allows the students from that university to be one of the main customers in Gerai Nor. The students like to eat at Gerai Nor because they like to hang out with their friends there. In addition, the reasonable selling price and deliciousness of their products is also a factor that many students always eat at their stall.

Office Workers

Office workers are also not left behind, they usually buy during breaks or after work to eat with their colleagues and family. The workers like to buy it as a side dish for them to eat while they work as the food sold by Gerai Nor is easy to eat.

Local Communities

As the location is near to the resident area, local communities also do not miss the opportunity to buy keropok lekor and banana fritters from Gerai Nor. It is because keropok lekor and banana fritters are easy to serve to guests or eat at leisure. The local communities also always buy from Gerai Nor because it can be eaten or served at any time, especially during free time.

Tourists

Tourists also buy keropok lekor and banana fritters from them. We can see that most of the tourists buy it as their snack or to fill an empty stomach before they move to another location. This is because the food sold by Gerai Nor is not too heavy and easy to eat before they move to the next location.

3.8 CHANNEL

Channel is the way the customer segment reaches, receives and knows about the product. There is a method that allows the seller to communicate with the customers

Stall

Gerai Nor use their physical stall as one of their channels to promote and sell their product. The stall located in the town of Muktafi Billah Shah allows them to sell their goods easily and directly to the customers. Customers can easily walk to the stall to see and buy the foods and drinks. At the stall, the customer will be served nicely by the employees of Gerai Noor.

Delivery Services

Gerai Nor also delivers their food by delivery services as their channel to let customers get their products and to get in touch with the customers. Customers can use the service to make it easier for them to buy and taste food from Gerai Nor. This way, customers can keep buying and finding out about the product even when not out of the house.

3.9 COST STRUCTURE

Cost structure is the costs and expenses that happen while doing business. This cost will always occur because it is needed to run the business.

Raw Materials and Ingredients

One of the cost structures faced by Gerai Nor is the cost for raw material and ingredients. As an example, Gerai Nor needs Ikan tamban as the main ingredient to produce keropok lekor. The need for ikan tamban as it is a high-quality fish that is suitable to use and makes it one of the costs in producing keropok lekor.

Employee's Salary

The salaries will be paid according to the number of hours worked as agreed by both parties. Every employee will get different pay since they do different jobs. The higher the number of hours worked by the employees, the more salary Gerai Nor has to pay. There are 3 employees' salaries that will be paid by Gerai Nor every month.

Rental Costs

Rental cost is also incurred in Gerai Nor's business. Gerai Nor has to pay the cost of stall rental that operate in Bandar Al-Muktafi Billah Shah, 23400 Dungun, Terengganu. The rental cost will be paid at the end of the month every month. This rental cost has to be paid as it is the only place for Gerai Nor to conduct their business activities.

Utilities Expenses

Gerai Nor uses 2 main utilities that have to be paid for namely electricity and water to produce their product and running the business as usual. Utilities will be paid monthly to ensure water and electricity supply is always available at all times.

3.10 REVENUE STREAM

Revenue Streams is what customers are really willing to pay, it shows on how the business generates their revenue from the business.

Fixed Listed Selling Price

List price is the fixed price set by them. For example, Gerai Nor sells the banana fritters RM 1 for every 4 pieces. Keropok lekor and drinks also have their fixed price as the selling price will be determined according to the number of pieces and price per cup. This is a main revenue for Gerai Nor because it is the main activity of their business.

Catering Services

Gerai Nor also earns revenue from catering activities. They provide catering services regardless of the occasion according to the customer's request. As example, during a wedding ceremony, a birthday celebration, open house or even a retirement ceremony. Customers can order according to their budget and Gerai Nor will ensure that the wishes of the customers are met according to their wishes. The catering prices depend on customer demand.

Delivery Services

Gerai Nor also earns revenue from delivery activities. They provide delivery services for their sales products to meet and facilitate the high demand of customers. Customers will be charged RM 1 per every 1 KM for delivery services.

4.0 FINDINGS AND DISCUSSION

4.1 FINDINGS

Every business, no matter how successful they are, will eventually find itself in a bad position. They do not have to point fingers at anyone in this case, but they must learn from their mistakes because entrepreneurs have a lot of space for progress. The most important thing they should do is control and resolve the difficulty they are facing. Based on our research and analysis, Gerai Nor is currently facing a few major problems which are focused on only one target market, lack of advertising and promotion and non-strategic location.

Focus on only one target market

As Gerai Nor is a small business, we found that their major problem is they are too reliant on only one target market which is students. Gerai Nor needs to choose the target market wisely because it will affect the business sales. Hence, Gerai Nor should focus on potential customers that may help the business. A good target market also will increase your business chances of success. It is a good strategy to make students a target market since Gerai Nor is located near the university, school and mosque. However, this action will cost the business during weekends and long holidays when there are no students in school or university. As a result of that, the customers during the weekend or holidays are lighter than weekdays. In addition, Gerai Nor seems to not take a risk and stay in their comfort zone, as they only rely on the easiest target market in the area. Thus, Gerai Nor's business is hard to expand and making it quite impossible to achieve their target sales.

Lack of advertising and promotion

A successful business relies heavily on advertising and promotion, as it will affect the growth within your target market segment, the formation of the brand, the customer loyalty towards the business and it helps reduce the risk of competition. In addition, a business without any marketing strategy helps to save money, unfortunately it comes with disadvantages in the marketplace. After analyzing Gerai Nor in this case study, we found that they lack in advertising and promotion. They did not use any types of social media to promote their business as a marketing strategy. Apart from that, the business has only been running around Bandar Al Muktafi Billah, Dungun, Terengganu. Hence, there is a minimum income as the business only depends on the villagers of bandar Al Muktafi Billah and making the business established also is not a viable brand in the market. The products of Gerai Nor are suitable to sell, as it suits the taste of Malaysians. Hence, they only need suggestions on how to promote and advertise their business in order for them to succeed in the market

Non strategic location

Based on research, a business location is one of the most important aspects that influences business success. The location gives the customer an impact on how they view the business. Not only because the strategic location attracts a significant customer base, but it also helps the business by attracting needed talent. Furthermore, it will help the development of business image if it is located in the middle of a city or place with a high business reputation. One of the most efficient ways to enhance business success is to locate your company in an area full of other businesses. In the case of Gerai Nor, it is located near the main road. However, people who are unfamiliar with the area may be uninformed of the stall's existence and may simply pass it by because the stall is not prominently displayed. In addition, the main reason people use the road is to go to another place, so they will not stop by the stall because their intention is not for food.

4.2 DISCUSSION

Possible solutions

To summarize our findings from our interview with Gerai Nor, we can conclude that the major problems that the company is currently facing are to focus on one target market, lack of advertising and promotion and non-strategic location. After analyzing those problems that Gerai Nor is currently facing, there are few possible solutions that can be implemented by Gerai Nor to cope with each of the problems so that the business can be successful and known in every state of Malaysia.

Maximize The Target Market

Every business has their own target market. Indeed, identifying a target market affected the business establishment of effective marketing communications strategies. Other than students at nearby school and university, Gerai Nor can also identify new potential target markets such as local or international tourists. Once the target market is identified, Gerai Nor can focus on their preference. Look for commonalities in the new target market's goals, engagement habits, buying behaviors, preferred pricing, social media activity, and other facts. After that, use the information to inform or enhance Gerai Nor outreach efforts. Other than that, Gerai Nor also can team up with complementary partners in order to maximize the target market such as make a collaboration with other companies who do not sell the same product but the exact target audience. Hence, Gerai Nor target market is stepping up. In fact, segmentation and the process of targeting the market saves the business money, effort and time because the business gives full attention to their target demographic and who is interested. (David Petrovski & João Pedro Pestana Neto, 2017) .

Advantages

The advantages of maximizing the target market is a higher acceptance by the customers. It is because Gerai Nor should put more effort in their marketing on specific behavior of customers. They can make more relevant products, affordable promotions, suitable pricing, and distribution by learning more about customers' tastes and wants. Next, this solution can increase the sales of Gerai Nor because the product will be purchased by many people, as it has a high rate of acceptance. Hence, Gerai Nor's first task has been performed in this situation. Lastly, Gerai Nor will enjoy an effective use of resources. Thus, they can develop marketing plans in order to reach the target market in the most effective way. The impact from that, the customer will be satisfied and all the resources have been allocated in a frugal way. .

Disadvantages

As expected, every situation must also have its disadvantages. Maximizing the target market is a good alternative for Gerai Nor to gain its reputation in the market. However, the disadvantages that they have to endure are that maximizing the target market is expensive and time consuming. It is expensive because it will cost a lot of money when Gerai Nor needs to do any research or study about customers' tastes. Other than that, Gerai Nor have to study the customer characteristics and select target segments in order to have a good marketing strategy in the future. Thus, this solution takes a long time to complete. Next, the disadvantage is it will be misdirected. If Gerai Nor's study about consumers is not accurate, it will result in a misalignment of strategy and marketing plan and, eventually, decrease in sales. Hence, Gerai Nor will be badly affected.

Use Social Media as a Promoting and Advertising Platform

Lack of advertising and promotion has badly affected Gerai Nor. One of the best solutions to work out this problem is using social media such as Facebook, Instagram and Tiktok to publicize their product. Gerai Nor also can use these social media to create relevant and useful content. On Facebook, Gerai Nor can make a page that states the business information like business hours, phone number, the business description and location of the stall. Facebook has a rare feature such as Messenger that allows the customer to communicate with the business owner. On the other hand, Tiktok can be used to make a short video of how Gerai Nor's product is made. Social media is a powerful method to attract your target market easily. As stated in a case study, social media is vital in the digital transformation of businesses (Kunsman 2018). Other than that, Gerai Nor also can advertise their promotion of products using these social media. All people in and outside of Terengganu will be attracted to buy the products. Hence, Gerai Nor will receive many online orders.

Advantages

As stated above, using social media is an easy way to reach your target market. It is because everyone all around the world uses the same app in their daily lives. Gerai Nor can gain a loyal customer and get feedback from them by using social media. Thus, Gerai Nor can improve the quality of their product. Other than that, Gerai Nor can engage with their customers easily as people nowadays will always support a local small business. The exclusive features of social media will easily attract the eye of the customer locally and also internationally.

Disadvantages

Unfortunately, this solution also has its disadvantages. By using social media to promote and advertise, Gerai Nor has a risk of getting negative feedback from the customer as well as receiving unwanted or improper social media behavior on the social media account. There is also a risk of hacking and leaking information. Therefore, two steps verification on the social media account is very important to make sure the account is safe from anyone who wants to hack. Other than that, social media needs daily monitoring as there is no exact time when customers will engage the business. Thus, Gerai Nor must be as active every second as they could. In order to avoid those risks, Gerai Nor should have social media strategy before start.

Change The Location

Non-strategic location of Gerai Nor stall heavily affected the business as it was not located in a focal point. Location of the business is very important because a business long-term performance can be considerably boosted by good location decisions. In the other word, a poor location decision may cost the business horribly. In order to have a good location, Gerai Nor need to consider demographic location, the security in that location and competition. In terms of demographic, Gerai Nor can change the location to a focal point such as at Pasar Malam, nearby any active mall or at a place that is near the customers so the customers would easily purchase the product. A good location comes with good security as there is no crime nearby. Gerai Nor also should choose a rich neighborhood before running the business so they can maximize their profit. In terms of competition, Gerai Nor should not locate their business near a competitor that sells the same product as it was a bad decision making. It is also not a bad thing if Gerai Nor's new location is costly, as it has the potential to save Gerai Nor money in the long run. Gerai Nor also should consider running the business in the middle of the city as it is the center of attention. One of the most important business decisions to make is location selection. According to previous study, the location of a business has an impact on its success (e.g. Alli et al. 1991).

Advantages

Choosing the strategic location for your business is vital as it comes with many advantages. The first advantage is that it will make marketing strategy easier. The marketing strategy becomes more simple because a strategic location regularly has many customers. As a result, it is easier for Gerai Nor to understand your potential customers as they interact with the employees. Other than that, it has the potential to boost profitability. This is because effective marketing can boost a company's profits. Furthermore, the business's location is very easy to identify and offers a positive impression of the business. Hence, the sales objective can be accomplished. Next, It will be simple to choose easily accessible transit routes for the needs of employees and for company demands if you have a strategic office location. This will also make it more convenient for customers to visit your business to meet and communicate.

Disadvantages

Costs are frequently the determining factor in why some solutions have drawbacks. Small businesses always have an edge because they have to pay a lot of money to secure a good location. As there are so many businesses in the same field, each one wants to move ahead of the competition, which can only be accomplished by obtaining a strategic location. Rent and transportation costs are examples of costs in order to have a strategic business location. Other than that, some strategic locations are far from home and it is time consuming to reach there. The effect of that is that Gerai Nor's employees need to move out of the house early in order to start the business according to the schedule. These advantages frequently happen, especially to small businesses, as it is one of the steps to succeeding in business.

5.0 CONCLUSION

To summarize, this research is highly beneficial to students in terms of developing their understanding of entrepreneurship, since it is one of the most significant educations for young people today, particularly those who aspire to be entrepreneurs. It is extremely beneficial for students to learn about the real business environment from an experienced businessman and how they may enhance their abilities in order to start a successful company. Additionally, students can strengthen their online communication skills during interview sessions by using various platforms such as video conferencing or e-mail, such as Gmail, Google Meet, or WhatsApp.

Based on the study' results and concerns, we can infer that Gerai Nor can enhance their location, safety, food, and services to improve their business process. It's worth noting that Gerai Nor's management team has been working hard to improve the restaurant's efficiency. However, they may still make some improvements to meet their commercial objectives. This stall is situated on the side of the major road in this regard. As a result, placing several banners kilometers away from the stall on the major road will be greatly useful in informing people about the stall's presence and in directing travelers to the stall. Furthermore, because the primary target market is students, Gerai Nor can make changes to the product's menu in response to customer demand. As a result, they must attempt something fresh in order for students to become Gerai Nor's regular customers.

Not to add, more staffing is required on busy days to keep the stall running properly. As a consequence, the stall will operate effectively and there will never be a shortage of orders. It is critical to do a first supply and a fire extinguisher at the stand for the protection of the workers and customers, as the stall is one of the most dangerous areas for a fire to occur.

In conclusion, these changes are critical for Gerai Nor to perform, as it is critical to establish a positive relationship with customers and ensure that they are comfortable and pleased throughout their trips.

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7.0 APPENDICES



Figure 7:

Interview with the owner of Gerai Nor



Figure 8:

Take a selfie with the operational manager of Gerai Nor



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**** BUSINESS INFORMATION ****

NAME : NOR ROSHAMIZA BINTI ABU BAKAR
REGISTRATION NO. : 200003119500 (TR00293674)
PRINCIPLE PLACE OF BUSINESS : G-9, GERAI PUSAT BANDAR AL MUKTAFI BILLAH SHAH
23400, DUNGUN
TERENGGANU
BUSINESS OWNERSHIP : SOLE PROPRIETORSHIP
BUSINESS START DATE : 20-12-2000
REGISTRATION DATE : 20-12-2000
BUSINESS EXPIRY DATE : 17-10-2021
STATUS : ACTIVE

**** BUSINESS TYPE ****

MENJUAL BARANGAN RUNCIT, MAKANAN, MINUMAN, PAKAIAN, CENDERAMATA KRAFTANGAN DAN MEMBEKAL BAHAN BINAAN

**** BRANCH INFORMATION ****

** NO BRANCH **



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1/3

Figure 9: Certificate of Suruhanjaya Syarikat Malaysia