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UNIVERSITI
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MARA



CASE STUDY: COMPANY ANALYSIS
ONEROSE_SNACKS
PRINCIPLES OF ENTREPRENEURSHIP (ENT530):
CASE STUDY

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EXECUTIVE SUMMARY

For assignment purposes, a case study is done on small businesses to provide greater exposure to students in entrepreneurship. Therefore, we did a case study on a small business – Onerose_Snacks. The business is owned by a University student named Arf Irwan, 22 years old . We had followed the proper procedures and discussed the date and time with Encik Arif about the interview through an online WhatsApp chat. We interviewed Encik Arif on the 19 April 2022 until 8 May 2022. We had gathered as much information as possible to complete the report on the case study. We put together the information and constructed a business model canvas that consists of customer segments, value proposition, distribution channel, customer relationship, revenue stream, key activities, key resources, key partners, and cost structure. From the interview, we also get to know the weaknesses of Onerose_Snacks. Hence, we included some solutions in the report for each of the problems, hoping that it will help Onerose_Snacks to operate a better performance in the future.

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

Principles of Entrepreneurships (ENT530) have been introduced to the students of Bachelor in Accountancy (Hons). Students that are pursuing this degree are required to take this course as one the subject during their studies. By studying entrepreneurship, students can learn the underlying principles of starting a business, avoid common pitfalls, pitch ideas more effectively, validate products and develop a solid business model. Besides, this course has shown the students about the world of entrepreneurship and it is full of creativity and challenges.

In completing this assignment, we have been assessed to write up a case study to analyze the situation and problems that need to be solved. We have to analyze, apply the knowledge, explain and conclude the case study. In this assignment, we need to interview one small business to identify the problems and make the best findings to solve the problems that the small business are facing. As for the business, we have chosen Onerose Snacks as our case study business that is related to the food and beverage industry. Onerose Snacks is providing customer satisfaction with high-quality food and beverage that is beyond expectations and is simply the best.

We decided to do an interview and some research regarding the business and the challenges that Onerose Snacks has been facing. At the end of this discussion, we are able to give some suggestions and opinions on the problems that the Onerose Snacks are facing to improve their business.

1.1 PURPOSE OF THE STUDY

In University, there is a course relating to the business called entrepreneurship and it was a compulsory need be taken by the student who further their study at Bachelor level. There are several different courses in entrepreneurship and one of them is principles of Entrepreneurship (ENT530) is an elective course that is compulsory to students of Bachelor in Accountancy (Hons.) in UiTM.

Entrepreneurship education is a systematic programme designed to provide students with the knowledge and abilities they need to grasp consumers' perspectives, market needs, and identify business prospects. It covers networking skills, idea generation, designing and implementing a business strategy, managing a company, and assessing the internal and external business environment. Students will learn how to perform a case study on a small or medium business in this course. This will require students to show their creativity and how the students can develop their skill in order to analyst and applying their understanding in problem-solving. They will interview the owner the business to get the information about the growth of the business. The students will learn about the problem that the owner is having and how to solve it through the interview. Students will gain insight into how businesses run by completing this case study.

In this case study, students will require to prepare the business plan using business model canvas related to the small or medium company the students choose. this will require students to learn from different social and economic backgrounds because it teaches students to cultivate their unique skills and also need to think outside the box. Furthermore, it provides students with numerous advantages because it equips aspiring entrepreneurs with the skills and information necessary to establish their own company ideas and initiatives. This will also assist them in learning about several key business aspects such as finance, sales, and marketing.

2.0 COMPANY INFORMATION

2.1 BUSINESS BACKGROUND

Company's name	ONEROSE_SNACKS
Address	D147, Jalan Kubang Telaga Bachok, Bukit Bator, Jelawat, Kelantan
Industry of Business	Food and Beverage Industry
Company's Owner	Arif Irwan
Business Contact Number	014-218 7193
Year Established	November 2020

4.1.1 Table 1: Business Information

OneRose Snacks known as Kedai Kopi Kampung Moden is a personal business that sells variety of western foods and drinks. Business was founded in November 2020. Encik Arif Irwan, 22 years old man who is the founder of OneRose Snacks aims to bring a variety of cultures through food to the local community. OneRose Snacks stated that they also intend to expend their business throughout Malaysia. Hence, the idea to start the business came when Encik Arif opened his wallet and there were only few cash. He wanted to start the business and the only choice that he has was as usual he would ask for his parents. Encik Arif come from a capable family. Even though he come from a stable family, he did not want to be someone who is always asking and weak. So, he decided to go looking for experiences in Kuala Lumpur and after that opened a Western Restaurant that only sells potatoes fries. The restaurant that opened was the results of my savings from my working experiences in Kuala Lumpur. Encik Arif started the business with the capital of RM 2000 from his savings to buy machines, cooking utensils and rent a shop.

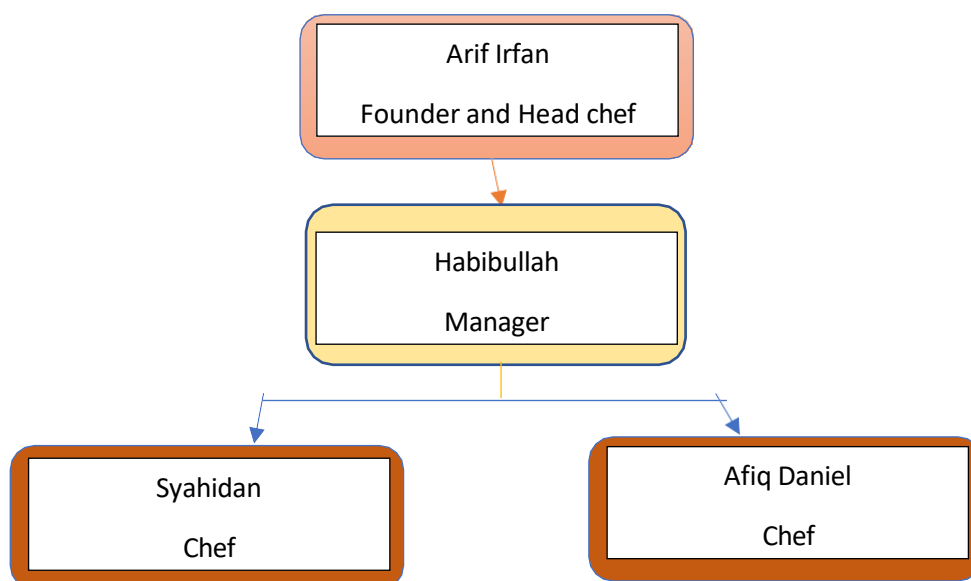
Food is the main product of OneRose Snacks. This is because of Encik Arif wanted to continue his experience working as a chef at a well-known café in CyberJaya, Kuala Lumpur. Originally, he was only worked as a dish washer then pulled to the main kitchen and become a Chef. The product is based on western food and some are not yet famous in Malaysia. For example, the Korean marinated meat that marinated by themselves became an attraction for many when the potatoes mixed with Korean chopped meat on it and equipped with mayonnaise became the choice of the community in Kelantan.

Besides that, OneRose Snacks also famous with drinks like coffee. They used the best coffee bean from Columbia that roasted until Medium Roast. OneRose Snacks also use the traditional French way of processing espresso and it called Moka Pot. Most of the customers are come from the neighborhood area, which is around Bukit Bator, Jelawat, Kelantan. There are also other menus such as chicken chop, pasta and a variety of potatoes. The business will start operating from 3pm to 6pm on Sunday until Thursday and will be closed on Friday and Saturday.

2.2 ORGANITIONAL STRUCTURE

A system that outlines how particular duties are directed in order to meet an organization's objectives is known as an organizational structure. Rules, roles, and obligations are all part of these activities.

The flow of information between levels inside the corporation is also influenced by the organizational structure. The organizational structure for OneRose Snacks company is:



The owner or the founder of this business OneRose Snacks is Encik Arif Irfan. He is also the head chef of his company. Besides that, he also has followings workers which are Habibullah, responsible as a manager. While Syahidan and Afiq Daniel both are responsible in the kitchen as a chef and a coffee maker.

2.3 PRODUCTS/ SERVICES

A product is the thing that is being sold. A service or an item might be considered a product. It could take the form of something tangible, virtual, or cyber. A product is a tangible item that is sold for the purpose of acquisition, attention, or consumption, whereas a service is an intangible item that is the outcome of the efforts of one or more individuals. Although it may appear that the primary distinction between the two concepts is their tangibility, this is not always the case. The majority of services are intangible, whereas products are not. Every product has a cost and a price attached to it. The market, quality, marketing, and target segment all influence the price that can be paid.

OneRose Snacks sells western foods and coffee drinks as its main activity. There are a lot of western food that OneRose Snacks have like chicken chop, pasta, burgers, and assorted varieties of potatoes. For pasta, they have 3 types of pasta which are Aglio Olio, Carbonara and Creamy Curry. Customers can request for chicken, beef or seafood. The price range is only from RM5 to RM7 only. Besides that, they have their famous meal which is burgers that they made their own marinated meat to make it more special and tasty. There are also 3 types of their special main dish which are Spicy Chicken Burger with seasoned fries for only RM6.90, Korean Bulgogi Burger the one that hot sale that can get for only RM5.80 and their Chicken Dinner burger for only RM4. There are other special sides dish like meatballs, pastries and many more that can get in an affordable price.

Other than that, their business also famous with drinks such as coffee and chocolate drinks. All the tasty drinks have their own glamorous name for example, KopiRamel, Macchiato Eica, and many more. Their one of the bestselling is Onerose Iced Chocolate. The taste of rich coffee bean from Columbia that roasted until Medium Roast make the coffee special. There are two sizes for the cup which are large and small. For the small cup it is only cost for RM3 and the large cup is only RM5 per cup. They also make coffee in a form of plastic which called as Kopi Gantung. Customers can get all the product in such an affordable price.

OneRose Snacks also provide a delivery service to customer's house. The charge of the delivery is only RM0.40 per kilometer and they will make sure all the orders will arrive to customer safely. If the products delivered themselves, they would be safe and secure, ensuring that service quality meets or exceeds consumer standards at all times.

2.4 BUSINESS, MARKETING, OPERATIONAL

STRATEGY BUSINESS STRATEGY

A business strategy is a set of plans, activities, and goals that defines how a company will compete with a product or a series of products or services in a certain market, or marketplaces. A business plan must take into account a company's structure, strengths, and limitations, as well as the market, competitors, and business climate. It should also be adaptable to changing circumstances. To design and prepare a business strategy, company need excellent strategic planning and business analysis skills, as well as a thorough understanding of marketing, sales, and distribution. These are OneRose Snacks' business strategy.

Customer Retention

The practice of engaging existing consumers to continue buying products or services from your organization is known as customer retention in marketing. Because you've already converted the consumer at least once, it's different from customer acquisition or lead generation.

Customer retention strategies that work allow OneRose Snacks to build long-term relationships with customers who will become brand loyal. The customers may even spread the news throughout their own networks, making them known among people. Their company approach is to provide quick support and collect feedback from customers. OneRose Snacks can generate a cycle of retained customers and business marketing to encourage client loyalty for long-term success. They must, above all, provide a faultless experience that thrills them at every turn. Loyal customers are more likely to share free recommendations with their friends and family.

Target Customer

A target market is a group of people to whom you want to sell your products or services. Each group can be divided into smaller pieces. Segments are typically divided by age, region, money, and lifestyle. Once you've defined your target demographic, it'll be easy to figure out where and how to sell your company.

OneRose Snack's target customer is mainly focus on young people because they usually love to try new things. But the age of technology can change everything. There is no limit for gender and age to use technology. OneRose Snacks also focus on the rural people to get them and taste the western food at affordable price.

MARKETING STRATEGY

A company's marketing strategy is its entire approach for acquiring and converting potential customers into paying customers. The company's value proposition, fundamental brand messaging, information on target customer demographics, and other high-level elements are all included in a marketing plan. A comprehensive marketing plan takes into account the "4 Ps" of marketing, product, pricing, location, and promotion. The marketing strategy is outlined in the marketing plan, which is a document that details a company's numerous marketing operations and contains timeframes for completing specific marketing projects. The 4 Ps are used by businesses to determine what their customers want from them, how their product or service meets or fails to meet those needs, how their product or service is seen in the world, how they differentiate themselves from competitors, and how they engage with their customers. These are the 4Ps that OneRose Snacks use for run their business.

i. PRODUCT

A product is a good or service that a company sells to its clients. In theory, a product should meet an existing consumer demand. A product could also be so appealing that customers believe they need it, resulting in a new demand. To be effective, OneRose Snacks has to understand a product's life cycle, and company executives need a strategy for dealing with goods at all stages of their life cycle. OneRose Snacks start their business with their first product which is potato fries as they were new in business starting end of 2020. Day by day, they started to add more products in the business to attract more people to come to their restaurant. They sell a lot types of western foods and drinks in their menu to gain more customers. As we all know, 2020 is one of the toughest year for all the business owner as it was a Covid-19 Pandemic season and most of people are only stay at home to prevent from the infection. But OneRose Snacks does not take that as big obstacles to start a business. They also provide a delivery service in a cheap charge to make everything easy for them and the customers.

ii. PRICE

The amount paid by buyers is the product's price. When setting the pricing of a product, marketers must consider supplier costs, seasonal discounts, and competitor prices. In some circumstances, corporate executives may increase the price to convey the idea that the item is a luxury item. They should also lower the price to encourage more people to try the product. As for OneRose Snacks, they are selling their products in an affordable price because they want to bring the local community to try a variety of cultures through food in a reasonable price. The range price for their food is starting from RM4 to RM8 only and for the drinks, RM3 for a small cup and RM5 for a big cup. One of their business advantages is that their items are less expensive than those of their competitors so that they can attract more customer.

iii. PLACE

When a business decides where to sell a product and how to get it there, it's trying to figure out where to sell it and how to get it there. The ultimate goal of business leaders is to bring their products in front of the customers who are most likely to purchase them. OneRose Snacks start their business by rent a place to use as a place for them to run a business. They chose to run their business in Kelantan as they are originally from Kelantan and target to bring the western food to be known. OneRose Snacks does not have other branch yet as they are just started their business but they intend to expend their business throughout Malaysia in the future. They also received orders through Whatsapp and Instagram direct messages for the delivery orders. The orders will be delivered to the customer on a predetermined date.

iv. PROMOTION

Product promotion's goal is to show buyers why they need the product and why they should pay a certain price for it. Advertising, public relations, and promotional strategy are all examples of promotion. OneRose Snacks used the advertising and promotional strategy through social media as everyone are using social media platform nowadays regardless of age because everything can be access at their fingertips. The social medias that OneRose use are Instagram and Whatsapp. There are many photos of their product that they uploaded on Instagram feed to draw people's attention. All the products have been photographed and uploaded with the caption of the product's name and price. By this, people easily know the range price without even contacting the business owner.

OPERATIONAL STRATEGY

Companies in all industries utilise business operational strategies to set short- and long-term goals and plans for accomplishing them. It may be vital for your business strategy and operations to work together to ensure that your entire company runs smoothly. Knowing how to establish successful operational plans for your company will help you meet your objectives and make better decisions. A business operational strategy is a decision-making process that shapes an organization's long-term goals in order to achieve the objectives of its mission statement. It is made up of particular steps that management wants to take in order to achieve a specific goal in the company's operations.

Product or Service Development Strategy

A product or service development plan can assist a business in increasing innovation and adding value to its product or service design. One strategy that firms might take in this area is to create products or services targeted to the needs of a niche market. It can also refer to merging human resources and technology to offer clients a varied range of products or services with unique features not found elsewhere. For example, a company can prioritize product delivery speed, free installation, or service usability across multiple platforms.

The owner of OneRose Snacks, Encik Arif Irfan did look for job experiences in Kuala Lumpur before he started the business. Even though he came from a capable family, he did not want to burden his parents by just asking everything from them. So, he decided to create a new experience and learn something new. He worked as a dish washer for starting then upgrade into a Chef in one of the well-known café in CyberJaya.

End-to-end refers to a process that takes a system or service from beginning to end, delivering a completely functional solution without relying on a third party. Examples include market research, service planning, customer experience, marketing, operations, and the launch of a new service. OneRose Snacks did offer a service for delivery their food to the customer's house. The charge of the delivery is only 40 cents per kilometers. They will make sure all the orders delivered to the customers themselves so that the orders will be in a good condition until it arrived to the customer.

Developing Core Competencies

A core competencies strategy can aid in the development and enhancement of a company's major strengths, resources, and capabilities. The unique technology, staff, financial situation, market share, and distribution system are all examples of a company's core capabilities. OneRose Snacks can keep its market share, build its client base, boost consumer happiness and loyalty, and save product development time by identifying and growing primary strengths. It can also reduce manufacturing costs, improve revenue, establish strong relationships with investors and other stakeholders, and make the company more enticing to bright people to work with. OneRose Snacks' resources and strengths are their own asset which are coffee machine and all the cooking machine. The coffee machine is using for make their coffee drinks and it will be easy to make the coffee faster. For the cooking machines is for making the food such as frying the chicken and fries.

Customer-Driven Strategy

To address the needs of its customers, a company employs customer-driven operational techniques. Changes in consumer behaviour, such as a shift in purchase patterns based on demographics, can be detected using customer-driven methods. This data can let OneRose Snacks adjust quickly to market changes, anticipate threats and take steps to mitigate them, and leverage strengths to improve its skills and market edge. OneRose Snacks will collect customer's feedback after each order in order to improve. Customers' satisfaction will always meet or exceed their expectations as a result of this.

3.1 CUSTOMER SEGMENTS

Customer segments are a variety of customers that been targeted by the company to promote and sell their products. It is main potential customers that will buy their product. It is not only include the buyers or the prospective buyers but all the parties that will make decision to buy.

Young Generation

Onerose_Snacks targeted young generation as their main potential customers because their focus products are western cuisine. Most of the young generation in Malaysia loves to eat western cuisine. Most young generation will make decision to buy their products.to make profit, the young generation is the most suitable targeted customer because young generation knowledgeable in IT. They will indirectly promote the shops in the social media. In this millennial world, people use social media to see the world. This is an opportunity to the companies to used young generation skills as a medium to promote their shops and increase their sale.

Rural Communities

Rural communities in Malaysia not really exposed to another country cuisine. Most of the people who leave in rural place only open to Malay cuisine. To introduce the taste of western cuisine to rural communities in Malaysia, the Onerose_snacks operate their shops in rural areas. This is an opportunity to Onerose_snacks to make profit in rural area with sell product in affordable price meanwhile introduce the western cuisine in that area. The people in rural area can taste the variety of cuisine other than Malay cuisine. So it is not weird for the rural communities when they go outside of their village they will taste another country cuisine.

3.2 VALUE PROPOSITION

Value proposition is an innovation, service or feature intended to make company attractive to customers. This value is also proposed to the business, products, and services in order to reassure clients that they are making the best selection among competitors or rivals

High Quality Low Price

Main objective of Onerose_snacks is can provide high quality food in a low price to the low-income communities in the rural area. Some restaurant that provides western cuisine will mark up price to the as high as they want so most of the people in the rural area cannot afford the food. They use high quality ingredients with their supplier. They sell the food with the price that everyone can afford it especially low-income communities. Since they open their shops in the rural area, they focus on affordable price to attract the customers.

Performance(Fast delivery)

Onerose_snacks also do cash on delivery services. It is to boost their sales. The owner and the workers will take turns to deliver the foods to their customer. Most of their customers came from all over in Kelantan. So they only deliver to customer that live in Kelantan. They collect the order using whatsapp and Instagram. They deliver the foods by their own vehicles. They not do any collaboration with any other partner like Grabfood or Foodpanda. So they can collect the fare for their own shop. They do not have to pay any fare to any partner.

3.3 DISTRIBUTION CHANNEL

Distribution channel are the paths that products and services take on their way from the manufacturer or service provider to the end customer. Companies develop various distribution strategies or channel strategies for their products and services, based on a variety of factors and potential steps in the distribution process or intermediaries.

Social Media (Instagram)

Instagram is one of the famous apps in Malaysia. Most of the young generation spend their time more on Instagram than other social media apps. Instagram is most effective marketing in this millennial world. Onerose_snacks use Instagram as their main social media platform to promote their shops. Instagram is simply another marketing strategy used to spread your marketing materials across a given digital channel. What makes Instagram a great platform is that many are finding that they can reach any influencer marketing to help them reach an any types of audience. Instagram is a type of social media marketing, which involves promoting a brand on Instagram and get a wider audience. This social media platform helps brands connect with an enormous audience and boost sales. Using Instagram for business can boost sales and build and customer can always keep track on the product that interested to. It's an excellent way to find customers where they're already spending time. It can also provide valuable audience insights to use with all your marketing plan strategies.

Banner

Onerose_Snacks take another initiative to reach out their customer. They put up a banner around their shops. They also put up a banner nearby areas. They take this initiative to put up a banner because banner is affordable. Put up a banner is an effective marketing to reach their customer. Banner have many design and attractive to attract customer to know better about their shops. Banner is durable and long lasting. Although the colour on the banner will fade but it takes quite a while to fade.

Brochures

A brochure is a little book or magazine that contains images and details about a product or service. Onerose_Snacks take this opportunity to reach out their customers using brochure. They use brochure as another strategy to promote their shops. Brochure is quick and easy to distribute. The price of a brochure is determined by the resources needed to create and print it. Design, printing, and copywriting are usually the most expensive items. Only a lasting impression is more significant than a first impression. A brochure is an excellent way to reinforce your message and make a lasting impact. A well-designed brochure can grab and hold a person's attention.

Business Card

Business card is one of the most important distribution channel to reach out the customer. It is because customer can know the business that Onerose_snack do. It is easy to contact the companies if the customer want to order something. Business card is the first impression customer to the shop. Through the business cards you give to your customers, it is easy for them to understand about the business they do. It also makes it easier for them to ask about the business further. Indirectly, it is easier to the customer to contact if they want something. Business cards shows the more professional and serious the business to grow further forward. Business cards give a different effect in terms of visuals and visual images to the person who receives them.

3.4 CUSTOMER RELATIONSHIP

Customer relationship refers to the methods a company uses to engage with its customers and improve customer experience.

PERSONAL ASSISTANT

This relationship entails assigning a customer service person to a single client. It is the deepest and most intimate sort of relationship, and it usually takes a long time to build. In Onerose Snacks, they applied for a personal assistant to build a relationship between company and customers. This relationship involves two ways communication from both parties. The company can have feedback directly from the customer through a personal assistant.

3.5 REVENUE STREAM

The various ways a company earns money from the sales of its products or services are termed revenue streams. The revenue streams component encompasses the money that the company generates. It is not about profit earned but the revenue flow involved.

WESTERN FOOD SALES

Onerose Snacks generate revenue from western food sales activities. Chicken chop, Pasta and Korean Bulgogi Fries are examples of western food that this company sells. The specialty from this company is the homemade sauce that is spread on top of the fries. Their targeted customers are people that want to try western food with an affordable price starting from RM5. The customers tend to repeat from the same shop because they can get high quality food with an affordable price. This will increase the revenues of this company.

COFFEE SALES

Other than western food, this company also generates revenue streams by coffee sales activities. Onerose Snacks use high quality coffee beans from Columbia that are roasted until 'medium roast'. Besides, this company also processes its own espresso by using the traditional French way. Customers cannot refuse with high quality products but are available at cheap prices. The authenticity of coffee made in the traditional way has captivated the hearts of customers. This coffee is different from coffee 3 in1 that we can get in the supermarket. The aroma of coffee from the Onerose Snacks makes coffee lovers unable to forget its delicious taste.

3.6 KEY ACTIVITIES

A company's key operations describe what it must accomplish to make the business model operate. The key things that need to be done in order to deliver value propositions to customers.

PRODUCTION - SERVICES

The production process is one of the key activities of Onerose Snacks. These activities relate to preparing the western food and coffee and delivering the product to customers. All the products from this company are homemade to maintain the quality of the products. Due to the good quality of the products, Onerose Snacks has already attracted many customers. To maintain the quality of the food and drinks, all the utensils are all well kept to ensure that each utensil is in a clean condition.

3.7 KEY RESOURCES

The main inputs used by the company to build its value proposition, serve its customer segment and deliver the product to the customer are key resources. Key resources are needed by a company in their businesses.

HUMAN RESOURCES

The key resources for Onerose_Snacks are experienced, well-trained staff and educated, trained management workers. As food and beverage-based business, the employees play such an important role in Onerose_Snacks. They are involved in a few works related to managing food that require an emphasis on careful handling such as preparing ingredient, cooking process, packaging and delivery to customers. The staff must know proper ingredient adjustment and handling the equipment when preparing the menu to maintain high-rating services. Encik Arif Irwan has just started her business in November 2020. She only has for staff for Onerose_Snacks including himself. The other three staff are local people who is living nearby the area.

3.8 KEY PARTNERS

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

POTATO SUPPLIER

potatoes are the main ingredient to make the main menu which is Onerose. Onerose is prepared by mixing potatoes and marinated meat. Onerose has also become the food of choice of the people of Kelantan because of its affordable price. In addition, in Kelantan only Onerose_Snaks has such a dish. Since Onerose is the main menu and gets a choice to the community at the friend, then they maintain a good relationship with the suppliers so that their potato stock will always be available.

CHICKEN SUPPLIER

Onerose_Snaks uses chicken to make chicken chops. They use quality chicken to ensure the quality of their food. they also maintain their good relationship with suppliers so as not to affect their stock. Chicken is not only used to make chicken chop but it is also used as a side dish for every spaghetti they sell.

BEEF SUPPLIER

Beef is used to make Onerose. this beef is marinated with a secret ingredient before being mixed with potatoes. the beef used is of high quality. The marinade made for the beef is Korean-style. The combination of potatoes and Korean -style marinated beef is a delicious combination. many people in Kelantan love the food.

COFFEE SUPPLIER

Onerose_Snaks also sells coffee. various types of coffee are sold. they put the brand to the coffee brand is Ngopi. They also use only high-quality coffee to produce Ngopi. They use coffee beans from Columbia roasted to Medium Roast. moreover, they use the traditional French way of processing espresso using Moka Pot. They have a good relationship with suppliers so they are easy to get quality coffee stock.

SPAGHETTI SUPPLIER

Spaghetti is also one of the important ingredients. various types of Spaghetti are sold at Onerose_Snack. among them are Spaghetti carbonara, Spaghetti Aglio Olio, and Spaghetti Bolognese. Spaghetti is also preferred by the community in Kelantan because it is sold at a reasonable price. In the stall area also not many people sell spaghetti.

3.9 COST STRUCTURE

The cost structure is the expenditure incurred by a company.

MARKETING

Since this business is still new, Onerose_Snaks needs to work harder on promoting their products. A lot of money they spend on marketing purposes such as banners, business cards, and brochures. They put the banner in attractive spots so that people will notice their business. Besides that, they also market their products by spreading flyers for the local people from house to house. Other than that, they do advertising by placing in magazines and newspapers. Every time the customers buy their food, they always give a business card to their customers.

LABOR COST

Labor costs are the cost or the wages that they must pay to their employees. Onerose_Snaks has four staff including himself. Encik Arif is managing the marketing and innovation on their business. Basically, Encik Arif will go to the stall after he finishes their online class and assignment. The other employee is responsible to prepare the ingredient, taking the order, preparing the order for the customer, and delivering to the customer if the customer ask for delivery. Mr. Arif has developed a standard operating procedure (SOP) for Onerose_Snaks for each of his works obey. He does so because he wants every customer gets the same quality.

INGREDIENT COST

Potato and beef are the main or the most important ingredient in Onerose_Snaks because the main menu is Onerose which is a mixture of potato and beef marinade. Other than that, they also use mayonnaise to do Onerose menu and other menu which is chicken chop. Besides that, they also use chicken to do a chicken chop. They also use the secret ingredient to marinade their chicken and beef. In additional, coffee is also one of the ingredients they use which is they use coffee beans from Columbia roasted to Medium Roast. Onerose_Snack also sells a wide variety of spaghetti.

BUSINESS MODEL CANVAS SUMMARY

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS		
<ul style="list-style-type: none"> - Potato supplier - Chicken supplier - Beef supplier - Coffee supplier - Spaghetti supplier 	<ul style="list-style-type: none"> - Production - Services 		High-quality Low Price-performance		✓ Personal Assistant	Rural Communities Young generation
<th data-bbox="323 741 592 1025">KEY RESOURCES</th> <td data-bbox="592 741 922 1025"></td> <th data-bbox="922 741 1241 1025">CHANNELS</th> <td data-bbox="1241 741 1584 1025"></td>		KEY RESOURCES		CHANNELS		
Human Resources			<ul style="list-style-type: none"> - Social Media - Banner - Brochures - Business card 			
<th data-bbox="7 1025 922 1108">COST STRUCTURE</th> <td colspan="2" data-bbox="922 1025 1584 1355"> <th data-bbox="922 1025 1584 1108">REVENUE STREAMS</th> </td>			COST STRUCTURE	<th data-bbox="922 1025 1584 1108">REVENUE STREAMS</th>		REVENUE STREAMS
<ul style="list-style-type: none"> - Marketing - Labour Cost - Ingredient cost - Cost 			✓ Western Food Sale ✓ Coffee sale			

4.0 FINDINGS AND DISCUSSION

Our case study revolves around student – based business. The business operates in Kampung Kubang Telaga in Bachok city. The business is called **Onerose-Snack** and it mainly sell coffee especially for the coffee lovers and also sell other snack like western food. Like every other business, there are a few problems that appear as the business carries on. Below are some problems faced by the owner of the business.

1) **Lack of experience and uncontrol emotion**

Onerose Snack is a small-sized company. Before start the business, the founder or the businessman need to have a knowledge to manage the business. This is because knowledge of the business is important especially for the company growth and to attract the customer. When the company is down, it will make the uncontrol emotion to the businessman. This is because the businessman will suffer lose and lose their budget for the business. Also, in business, the product use is the most important thing for the company growth. This is because the product that businessman use will affect the customer. If the product can fulfil their demand, customer might come again and again to buy or consume the product. As for the Onerose Snack, the owner not really have a knowledge for the business because he still a student and lack of experience.

SOLUTIONS

1) **Do the research or join the class of business with master**

Onerose Snack is still unknown even throughout the state of Negeri Kelantan. Seeing that, the business is still not increase in sale. The founder or the businessman need to research or join the class with the master to know the detail about managing the business. From that, we know if the businessman want to open the business they already have the knowledge and how the businessman or Onerose Snack owner manage the business and come up with a decision on his own and not depend on the other decision. This will lead the owner to be more independent and trust the decision he make. **Based on case study, like what Tony Robbin said, “your life changes the moment you make a new, congruent and committed decision”**. It means that we must take responsibility for our lives and be true to ourselves in order to achieve our goals and aspirations. We suggest to the En. Arif as the owner of the Onerose Snack to take a class with the person who has the knowledge about business to get more experience on how to manage the business properly.

2) Use the SWOT analysis

SWOT analysis is referring to strategic planning and strategic management technique that used to help a person or organization identify Strength, Weaknesses, Opportunities and Threats (SWOT). Developed in the 1960s by Albert Humphrey of the Stanford Research Institute as part of a project to determine why corporate planning failed so frequently. This analysis became an important tool for business owner to start and grow up the business. **As a specified in a case study, “it is impossible to accurately map out a small business’s future without first evaluating it from all angles, which includes as exhaustive look at all internal and external resources and threats,” Bonnie Taylor, chief marketing strategist at CCS Innovations, told Business News Daily. “A SWOT accomplishes this in four straightforward steps that even rookie business owners can understand and embrace.”** This method or analysis has to do with commercial competition or project planning. It is sometimes called situational analysis. Objective of this analysis is to help the organizations or business develop a full awareness of all factors involved in making a business decision. We really recommended to the owner of Onerose Snack to use this method because it is really helpful to the owner to increase the sale of the coffee and western food. Strength is a characteristic of a business which give it advantages over its competitor. Weaknesses is one of internal factors that hindering the performance and growth, areas of improvement. The factors in a company's environment that allow it to design and implement profitable plans are known as opportunities. Threats are elements of external variables that could jeopardise the business's integrity and profitability. This means it will harm the business. We suggest Onerose Snack to use this analysis if the owner want to run a successful business. This is because Onerose Snack can analyze your processes to make sure the business operating as efficiently as possible.

2) Lack of exposure to the social media and public

Social media is the most important application to promote the business. This is because social media is the two ways communication between customer and businessman. This way is to make people attract, aware and known the detail product. From that, the customer induced to buy the product. Based on the case study observation, we found that the business did not expose their product publicly even though they already have social media like Facebook. The company only depends to the people to viral the product through the social media. They don't make any posts to promote the company or the goods. From that, we know that the company did not manage their account of Facebook wisely. Opportunities are features in a company's environment that enable it to design and execute profitable plans. Threats are external forces that may affect the business's integrity and profitability.

SOLUTIONS

1) Learn use social media to promote the business

We found that business Onerose Snack is lack of promotion on the social media although the business already has Facebook account page. We suggest the owner to take social media as an important tool to promote the business. The owner can make advertising about the coffee and the food. This advertising is one of the online promotions that use social media. Although the business has Facebook account, the owner can make other social media account on other platform such as Instagram and Twitter. This is because social media is one of the key elements to success in the business. Nowadays, people or community only use social media to get any info or to buy something and it is the best platform to promote the business. Kelantan also one of the attractive travel venues because it is full with many delicious food and coffee. So, the owner can use the social media as a tool to promote the business. The advantages of the social media were easy to influence the people or customer to buy the product and it also use a lower cost and not need the owner to spend the money. Social media also one of the cost-efficient digital marketing methods used to syndicate content and increase the business' visibility. Unfortunately, social media also have disadvantages because the people can use to leak the false information about the business. This is because social media cannot control the people to not spread false information. From social media the owner of Onerose Snack can post the information of the business like

business hours, business description and upload the picture of the food or coffee in Facebook, Instagram and Twitter. This will make the business gain more customer but it all depends on follower of the social because the business just started to do more advertising. **According to the case study, a golden opportunity to give numerous kinds of community support was created by small business that use social media. (Omolloh, 2019).**

2) Use or pay any public influencer

Public influencer is one of the famous person in a platform social media such as blogger, artist and youtuber. Onerose Snack only depend on the people around and people to viral it on social media. As a suggestion, we advise En. Arif to pay any public influencer to promote the business. En. Arif can find any influencer who made any review about the coffee and the food. This will make the business growth and increase in sale. Besides, En. Arif also can call any television program to promote the business such as “jalan-jalan cari makan”. From the program, many people will know the business because the program is through the television and almost the people have television at their home. This will make it became more easier to promote the business. The advantages of this solution because public influencer or television program have many followers and easily to people known the product. The disadvantages of this solution is high cost. This is because the owner has to pay the high payment to the influencer to review the coffee and western food and cost to promote in the television also higher than sale received.

5.0 CONCLUSIONS

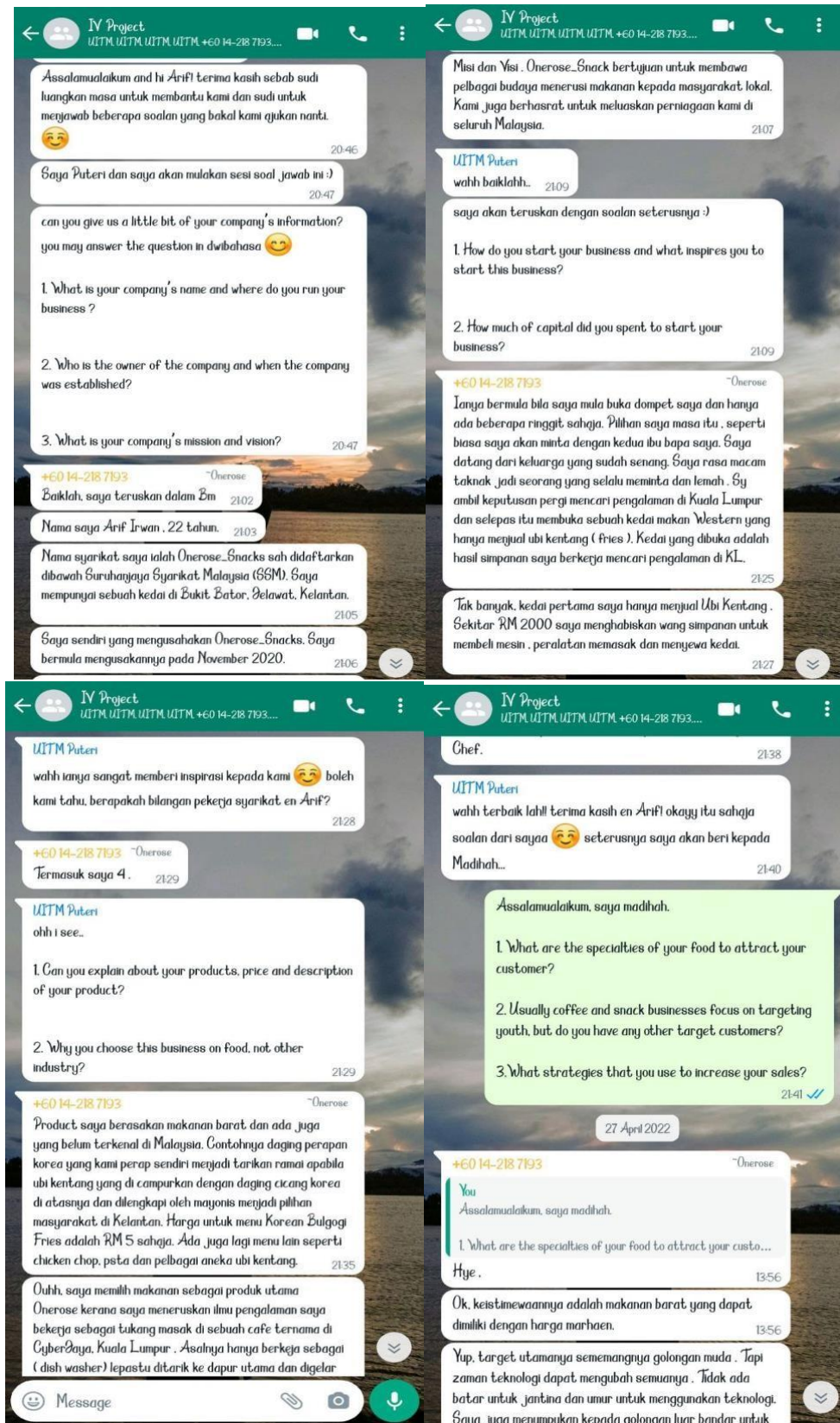
In conclusion, even though Onerose_snaks is merely a small-sized company, they endured the hardships along the way and strived to become better day by day. The strengths and weaknesses that the company has do not stop them from stepping up its game to become a well-known company. It has helped the business to stay rooted strongly in the industry to this day because of their hard work. Despite all of the problems that the company faced, we can ensure that the company has its own ways of solving them.

At the end of the study, we realize that becoming an entrepreneur is not easy. They have to prepare themselves for the possibility of failing as everything has up and down. Other than that, we have opportunity to know more about the real situation of an entrepreneur handling their business. We also learned how to analyze, apply knowledge, reasoning, and make conclusions in this case study.

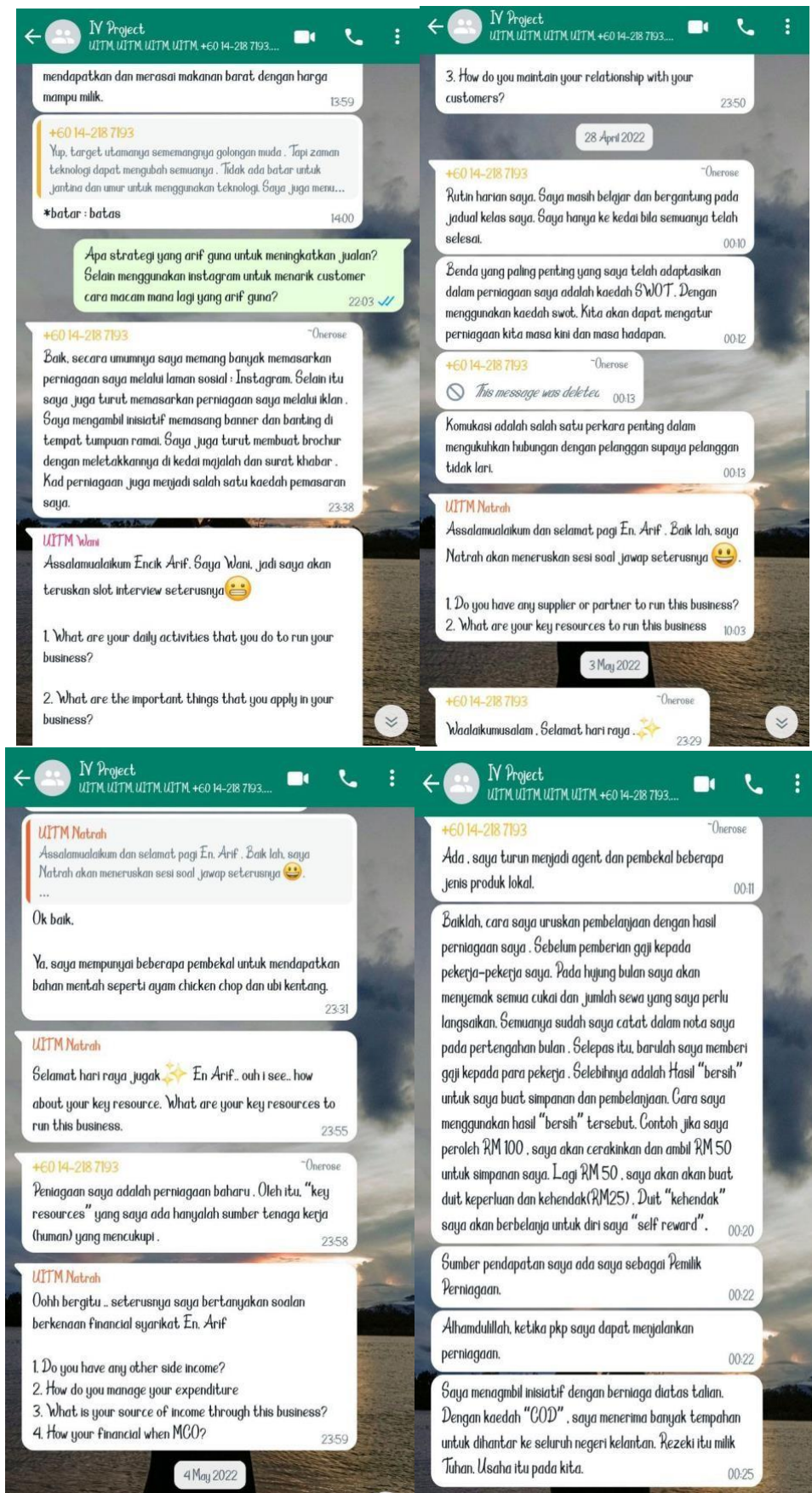
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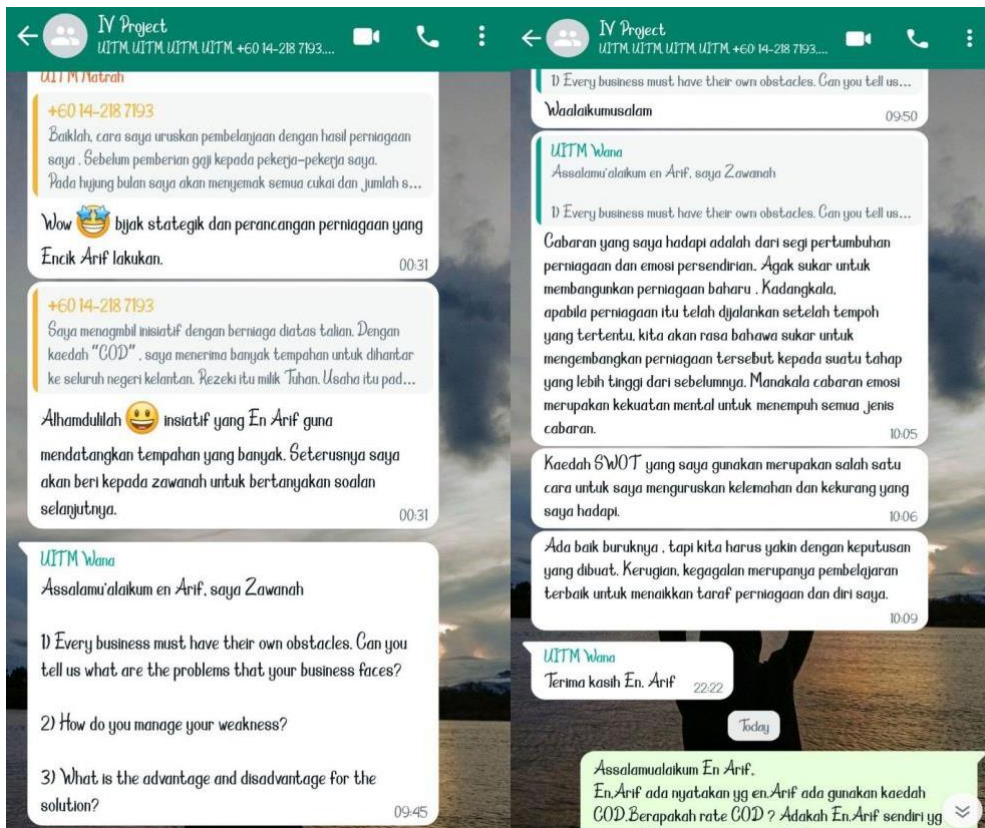
Appendices



Appendix 1.1: Interview Session



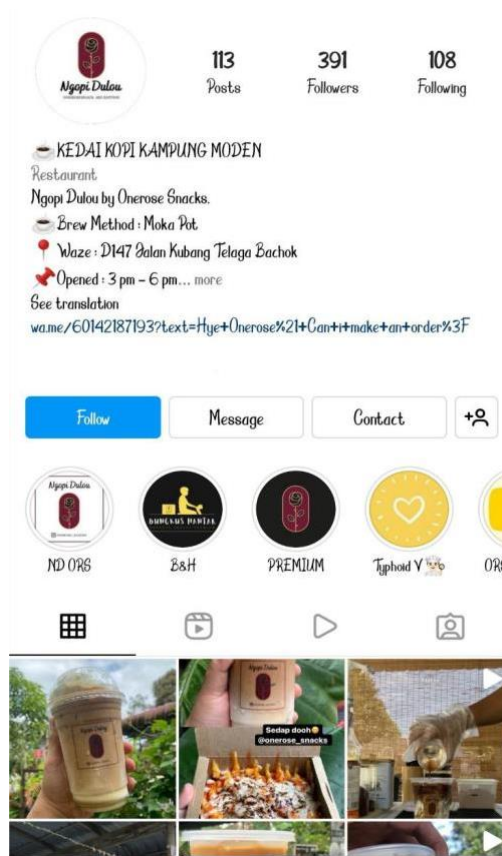
Appendix 1.2: Interview Session



Appendix 1.3: Interview Session



Appendix 2: Logo



Appendix 3: Instagram Profile



Appendix 4 Business Card



Appendix 5: Banner



Appendix 6: Foods



Appendix 7: Coffee