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FACULTY OF BUSINESS AND MANAGEMENT
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ENT530: PRINCIPLES OF ENTREPRENEURSHIP

GROUP REPORT: CASE STUDY

BIG TAS TEA

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Executive Summary

The purpose of the executive summary is to consolidate the principal points in one place. It must cover the information in the paper in enough detail to accurately reflect its contents but concisely enough to permit a public or non-public agency executive to digest the significance of the paper without having to read it in full. The executive summary is a comprehensive restatement of the document's purpose, scope, methods, results, conclusion, findings and recommendations.

This case study was conducted to study Big Tas Tea. There are two objectives of the case study which are to analyze the major problems faced by the business and, to suggest relevant solutions for Big Tas Tea. Big Tas Tea was launched on September 14, 2015 by Puan Nor Asma Binti Mat and his husband, Encik Zahril Bin Abdul Rahman, who both work as teachers at SMK Merbok. The business was launched with the assistance of Puan Asma's sibling, Encik Mohd Noor Azlan Bin Mat, and his wife, Puan Suriati Bin Ismail, who is now the Chief Operating Officer of Big Tas Tea.

Big Tas Tea Company is led by an administrative team that is both competent and attentive in order to provide a competitive and high-quality service. Furthermore, the business's goals are to meet the yearly business target, to continually prioritize customer satisfaction and to offer business possibilities for young people and new business owners. Big Tas Tea aspires to be a Bumiputera enterprise capable of providing business and employment possibilities, particularly for individuals interested in the food and beverage industry.

For this case study, we will discuss the business in general such as their background and company information. As we did with the general introduction and overview, we will discuss the business's major existing problems and suggest relevant solutions and ways to execute the solutions, in order to enhance business performance. One of the major problems is the confusion of company business nature. We also suggest that Big Tas Tea needs to rebrand, especially standardized their logos across all branches. To remain relevant, they must always listen to their customers' needs and provide flexibility for adaptation from all sources.

1.0 Introduction

1.1 Background of Study

Subject Principles of Entrepreneurship (ENT530) is a subject that must be taken by business administration students this semester in order to receive guidance and exposure to a business-oriented environment. In this course, students are required to conduct a case study to any Small and Medium Enterprise business or company. Therefore, students are given the permission to interview and obtain some information from the company or business regarding the problem faced by the company. After that, students are required to analyze the issue and identify the business's response. Additionally, this case study task benefits the students to become more creative and knowledgeable in doing business. Furthermore, students will also learn more about how businesses operate in general. As a result, this task can expose students to various business-related learning, analysis, and problem-solving methods.

1.2 Purpose of Study

The objective of this study is to educate students about the world of entrepreneurship. ENT530 teaches students to think like entrepreneurs in situations that are relevant to their daily lives. Opportunities abound, and as students, we must seek them out in order to succeed in the business world. With this case study, a lot of knowledge can be gained about an entrepreneur's experience and hardship in striving for their goals and succeeding in their business.

Besides, this case study allows us to know a little bit about business management through the business modal canvas (BMC) that has been created. It allows us to understand the business flow from a different point of view than the customer. In addition, we also managed to find some problems with Big Tas Tea where it has the potential to be more advanced if it is modified as soon as possible. Running a business is difficult enough because it must be maintained if problems arise.

2.0 Company Information

2.1 Company Background

Big Tas Tea began business on September 14, 2015, after being established as a company under the Registration of Business Act 1956 (Companies Commission of Malaysia) with the registration number PG 037563-V. The business was founded by Puan Nor Asma Binti Mat and his husband, Encik Zahril Bin Abdul Rahman who both work as teacher at SMK Merbok. The business also established due to the help of Puan Asma's sibling, Encik Mohd Noor Azlan Bin Mat and his wife who is also as Chief Operating Officer of Big Tas Tea, Puan Suriati Bin Ismail. On May 31st, 2016, the company has granted authorization for the rebranding of Big Tas Tea, which was also approved by MyIPO (Perbadanan Harta Intelek). Moreover, on 10th September 2020, the business has been upgraded as the company name has been changed from Enterprise to Limited Company (Sdn Bhd) 202001027475 (1383795-U). In order to deliver a service that is both competitive and high quality, Big Tas Tea company is directed by an administrative staff that is both efficient and proactive.

Besides, the company's objectives are to achieve the annual business goal, consistently prioritizing customer satisfaction and as well as to create business opportunities for young people and new business owners. In fact, Big Tas Tea also aims to become a Bumiputera company that can provide business and employment opportunities, particularly for those who are passionate about the food and beverage industry. Since September 14 2015, until now, the company has continued to carry out commercial activities consist of running a food and beverage company called Big Tas Tea, which has earned a favourable reputation in the market. With the assistance of Rakan Niaga, they were stepping up their marketing efforts since the local customers had begun to recognize the company's brand.

For the vision, the company came up with a vision of being the most successful and outstanding local food and beverage company which grows into the global market. Meanwhile, the company's mission is to build 150 outlets in Malaysia, in order to meet the product's unwavering demand while to ensure the customers satisfaction should be the company's top priority. Considering that the company already has 150 branches, Big Tas Tea is seen to be on the best track to further expand its business to become as one of the well-known "western" style restaurants from the local entrepreneurs. Instead having their headquarters at Sungai Petani, Big

Tas Tea has expanded their business to Perlis, Perak, Penang, Kelantan and other states which total of 16 branch all over country.



Big Tas Tea Restaurant 1

Logo 1

Big Tas Tea Restaurant 2

2.2 Products/Services

For the products and services, Big Tas Tea provides a range of Western and Asian food choices, such as pasta, steaming rice, poultry foods, seafoods, desserts, muffins and so on. There are other numerous food selections in each meal category that will catch and draw customer's attention to try due to its large portion and also affordable prices that acceptable for every level of customers. Additionally, Big Tas Tea come up with a variety choices of drinks products including hot and cold beverages that will make customers want to try them all. For beverages, they have Godzilla Drinks (a large size of milky drink), Refreshing Moods (a sparkling fruit juice), Sweets Delight (frappe and brown sugar drinks) and as well as Fresh Brew Coffee which includes hot chocolate, tea and coffee itself. The products they sell can be purchased "ala carte" or in sets, depending on the customer's preference. Below are the examples of the menus:



Menu 1



Menu 2

Godzilla Cup



SIGNATURE	HORLICK SERIES
Chocolate Choco Milk Tea Special 7.00	Chocolate Horlicks Milk Tea Horlicks 8.00
HAZELNUT & CARAMEL	
Hazelnut Chocolate 8.00	
Caramel Chocolate 8.00	
Hazelnut Milk Tea 8.00	
Caramel Milk Tea 8.00	

YOGURT SERIES	SODA SERIES
Fruity Mango 7.00	Sparkling Berry 7.00
Fruity Strawberry 7.00	Orange Splash 7.00
Fruity Grape 7.00	Sparkling Rainbow 7.00

FRUITY SERIES	SUMMER TEA
Mango Delight 7.00	Passion Fruit Tea 6.80
Strawberry Delight 7.00	Lemon Lime Tea 6.80
Kiwi Delight 7.00	Peach Tea 6.80

ADD ON TOPPING SERIES

XL 2.50	Green Sugar Syrup	XL 1.50	Black Pearl
L 1.50	Popping Lychee	L 1.00	Halo D' Coco
S 0.80	Popping Strawberry		Rainbow Jelly

Menu 3

Brown Sugar Sensation



B501	Chocolate Brown Sugar 7.80	B504	Fresh Milk Brown Sugar 7.80
B502	Little Brown Sugar 7.80	B505	Milk Tea Brown Sugar 7.80

Chill Frappe



CLASSIC FRAPPE	
Vanilla Caramel Frappe 8.80	
Vanilla Chocolate Frappe 8.80	
Oreo Frappe 8.80	
Chocolate Frappe 8.80	
SIGNATURE FRAPPE	
Popcorn Frappe 12.80	
Strawberry Cookies Frappe 12.80	
Mocha Frappe 12.80	
Creme Brule Cookies Frappe 12.80	
Cappuccino Frappe 11.80	

Sauces made with fresh brew coffee

Menu 4

3.0 Company Analysis

Business Model Canvas of Big Tas Tea

<p>Key Partners</p> <ul style="list-style-type: none"> ● Raw materials suppliers ● Packaging suppliers ● Cutlery suppliers ● Financial ● Delivery company (grab food) ● E-wallets 	<p>Key activities</p> <ul style="list-style-type: none"> ● Selling foods and beverages ● Marketing ● Promoting ● Packaging & delivering 	<p>Value Propositions</p> <ul style="list-style-type: none"> ● Big portions ● Good environment ● Excellent service ● Appealing food presentation ● Fresh foods 	<p>Customer Relationships</p> <ul style="list-style-type: none"> ● Order menu through QR code ● Social media update ● Rating and feedback 	<p>Customer Segments</p> <ul style="list-style-type: none"> ● Customers who are looking for western food with an average price ● For youngsters ● Family who influenced by the family member
<p>Key Resources</p> <ul style="list-style-type: none"> ● Manpower ● Raw materials ● Financial support ● Physical (building) 			<p>Channels</p> <ul style="list-style-type: none"> ● Outlets ● Grab food 	
<p>Cost Structure</p> <ul style="list-style-type: none"> ● Rental ● Buying raw materials ● Pay utilities ● Staffs' wages ● Marketing expenses 			<p>Revenue Streams</p> <ul style="list-style-type: none"> ● Sales of food and beverage 	

3.1 Customer Segment

This segment is a segment where customers are divided according to needs, behaviour and others. In the case of Big Tas Tea, we segment customers into three categories. First is customers looking for Western food at a reasonable price. As you know, Western food has a higher price than Asian food. This is because the ingredients and cooking processes are more complicated than Asian food. Therefore, finding Western food at a cheap price is very difficult. However, Big Tas Tea offers affordable prices suitable with the portion offered where the quarter meal roasted chicken is sell priced at RM17.80 while in other restaurants sell for RM26.90 for the same menu. The difference of RM11.10 is huge for the middle and low -income people. It may be different but still tasty and does not run away from the concept of Western food.

Next, we are targeting young people. This is because, young people are now very concerned about their food and surroundings and Big Tas Tea is a Western Food Hipster Cafe. For example, young people now love to take pictures before eating for the purpose of posting on social media. Big Tas Tea took the opportunity by serving food with a very expensive decor with a very comfortable and comfortable shop. In addition, hobbies like to hang out with young people make Big Tas Tea a very comfortable place with a very friendly price. It naturally becomes one of the Big Tas Tea Restaurant marketing.

Lastly is a family that has influenced other family members or friends. Big Tas Tea targets those who heard from family or friends about the goodness and deliciousness of the food there. The influence of family, friends or trusted people is very strong and most trustworthy. Even people now really like viral things and prefer to listen to other people's experiences. This is because, they do not need to test the taste of the food first although the taste is subjective and different in everyone's view. They also do not need to waste money on things that are not sure how good they are.

3.2 Value Proposition

A value proposition is a promise made by a business to a customer or market segment. The proposition is a simple reason why a customer should purchase a product or service from that particular company. A value proposition should clearly explain how a product meets a need, communicate the specifics of its added benefit, and state why it is superior to similar products on

the market. The ideal value proposition is concise and addresses a customer's primary decision-making drivers (Twin, 2022).

For Big Tas Tea, they promise a large portion of food. When viewed in their dishes, a plate of menu offered can fill an adult. This is enough to prove that the Big Tas Tea really serves food with a large portion. It makes customers satisfied despite having to pay the price for a day for a plate. Other menus such as drinks are also large and very affordable with the price.

Next, a good environment. All the Big Tas Tea branches have a good and calming environment even though the shop is not too big. The expanse of the shop and the tables between the table and the other table makes the customer feel comfortable eating there without being disturbed. Next, a good environment. All the Big Tas Tea branches have a good and calming environment even though the shop is not too big. The expanse of the shop and the tables between the table and the other table makes the customer feel comfortable eating there without being disturbed.

Big Tas Tea offers excellent service. Its employees are very friendly, civilized and meet all customer demands without showing dissatisfaction. Their movements in doing the job are also fast without letting the customers wait for in any scope of the job whether it is a cashier, taking an order or tidying the table. Their workers have been trained to provide good service to customers. This is because, they understand that the reputation of a company will be affected if the customer is dissatisfied with the service provided despite the delicious and satisfying food.

As mentioned at the customer segment, the Big Tas Tea enters customers by presenting interesting foods. It makes their value offer very high. This is because appearance is very important in any condition of food. First impression is very important before customers feel the food.

Lastly, every raw material used by the Big Tas Tea is very fresh whether chicken, meat, goat, fish, shrimp, or fruit. This is because, fresh ingredients play an important role in the taste of a food. It also symbolizes the level of cleanliness of the restaurant. If the material used is not fresh, it will damage the brand image and reputation that has long been built. For example, serve soft and withered salad with chicken chop. Customers will feel dissatisfied, tickle to eat the food and feel unworthy at the paid price. The worst is that they will never repeat the meal in Big Tas Tea and

will not promote to friends and family but will spread the disadvantage. Therefore, Big Tas Tea takes steps and is always careful with the raw materials they use to ensure the quality of the food.

3.3 Channels

Through channels, the business conveys its offer to certain customer segments. Channels in business model canvas (BMC) may be found in value propositions and customer categories. With this approach, the business may utilize the appropriate channel to match a given value to a targeted customer segment. Channels are the touch points via which a business communicates with its customers and as such, play a significant part in shaping the customer experience. Channels can be classified as marketing, sales or distribution channels.

The purposes of the channel are to educate customers about the goods and services that the business provides, to assist consumers in determining the value that the firm provides and to make it easier for customers to purchase the goods or services that they desire. A channel goes through five stages: awareness, evaluation, purchase decision, delivery and after-sales. Big Tas Tea using outlets and Grab Food as their channels. They market and sell foods and beverages on their own outlets while also spreading rumours about their business through word-of-mouth owing to existing customers. They also use Grab Food as one of their channels, as more customers are interested in online food delivery.

3.4 Customer Relationship

The value creation side of the business model canvas is occupied by customer relationships. It is followed by customer segments, value proposition and channels. Customer relationships flourish when what the business wants and offers is properly integrated with what the customer wants and expects. The customer relationships block on the canvas's function is to establish a space for the business to define how it will attract customers, retain them and generate profits and the customer base (Reiling, 2022).

A good customer relationship strategy aids in the development of customer trust and brand reputation. It takes into account the fact that the cost of obtaining new customers is substantially higher than the cost of retaining existing ones. It also fosters reasonable growth aspirations. For Big Tas Tea, they are active on social media, updating and promoting the business in order to capture the attention of customers. Big Tas Tea may reach out to customers and gather feedback about their foods and services by having an online presence on social media. Because of Big Tas

Tea's exceptional and courteous services, customers' feedback and experiences have strengthened the popularity of Big Tas Tea. Also, Big Tas Tea introduces QR code to view and order menu on their outlets. This QR code provides the customers contactless system to easily view the digital menus.

3.5 Revenue Stream

The company's cash flows come from the many streams of revenue that it generates. The numerous channels via which a company brings in money, such as the purchase of products or the rendering of services, are referred to as revenue streams. The kinds of operations that are carried out by a company will determine the kinds of revenue that are recorded on the company's financial statements. When opposed to firms that provide services, retail enterprises often have a more varied assortment of revenue streams due to the nature of their operations.

Sales of foods and beverages become one of Big Tas Tea revenue stream. This shows that Big Tas Tea revenue is transaction-based revenue which earn their income by selling foods and beverages and payment made by customers that are typically made once. For example, the customers come to eat at Big Tas Tea and made payment once they have done eating and they pay for the foods and services provided by Big Tas Tea (Team, 2022).

3.6 Key Resources

The assets that are essential for running your business and delivering your value offer are referred to as key resources. A business that specializes in food and beverage, for instance Big Tas Tea, is unable to function without the necessary equipment. Alternately, the human resources and skills necessary to prepare and serve foods are essential to the operation of a food and beverage company, and without them, the company could not function (Teams, 2022).

As for Big Tas Tea manpower is their main key resources in running their business. Without manpower they cannot even prepare and serve the foods. Moreover, manpower also has their own skills that they deliver and apply in their services at Big Tas Tea. As example, why they need manpower is because foods and beverage restaurant such as Big Tas Tea need chefs to cook, receptionist to settle the customer bills and waiters to serve the foods to the table and that is why manpower is so important at the restaurant. Big Tas Tea have that manpower mentioned above to prepare the menus such as western food, beverages and some Malay food.

The substances and products known as raw materials are those that are used by manufacturers and processors in the production of finished goods (Truong, 2021). To produce meals suitable for human consumption, firms that manufacture food will first buy the necessary raw ingredients. Big Tas Tea need to have raw materials in order to run the business of food and beverages. The example of raw materials that Big Tas Tea use are meat, vegetables, dairy products, eggs, rice, and drink products such as coffee and chocolate.

The numbers simply are what they are. Your Financial Resources consist of the cash you have accessible, either in physical form or at an interest rate that is acceptable to you. For Big Tas Tea company they use bank loan with an acceptable interest rate for them to start the business to be put into their company capital. However, they are also some saving from the current account to start the business. Based on their revenue every month they roll the money to be included in their capital and some of the money become their earnings.

The last key resources that Big Tas Tea use for their business is of course a building. Their branch of Big Tas Tea rent shophouse and land to operate their business in Malaysia. They provide a comfortable place for the customer to go and eat there. The building also quite spacious and able to cope with the number of customers visit the restaurant from time to time.

3.7 Key Activities

Big Tas Tea Company is mostly known as a chain of western-style restaurants that sells food and drinks for the local customers. With so many restaurants spread out over the country, selling food and beverages is undoubtedly one of their first and most important business activities as they must take care many outlets since many customers come to try the foods and beverages. There are too many choices of Western foods consisting of poultry-based foods, pasta, steam rice, smoky grill house, sea foods, desserts, muffins and others. Meanwhile for the beverages, they have a wide variety of beverages, including refreshing drinks, frappe drinks, fresh brew coffee, hot drinks and others.

Marketing activities is very important for every business. Through marketing, a company's name and brand becomes ingrained in customers' mind. A restaurant can be promoted in a number of ways, such as through promotions, advertisements and also occasional tastings. For Big Tas Tea business operation, the business consistently markets their products and brands on various social media platforms such as Instagram, Facebook, TikTok, Twitter and others. In terms of website,

Big Tas Tea also has a simple and neat website page for the customers to visit and learn more about the business. Through their website page, they market their business brand by doing many graphic images such as menu images, video ads and others. Besides, Big Tas Tea also do paid reviews from numerous influencers and public figures to do the promoting activities on behalf of the company so that more customers are aware of the products and services offered by the brand. Through the implementation of this idea, it can retain the regular customers and attract new customers to try and experience the brand's products and services themselves.

Besides of the activities of selling foods and beverages at the restaurants, they also provide packaging and delivery services to their customers who wish to pack and bring meals to home. Moreover, packaging plays as the most important factor in guaranteeing food safety as because the customer wellbeing and health depend heavily on food safety. Thus, in ensuring that customers are always satisfied with their services, Big Tas Tea always put the best effort on the packaging for every of their customers. For examples, they employ a high-quality plastic container that can prevent the food from spilling and so on during the delivery process. Next, for the delivery services, they collaborate with the other delivery companies such as Foodpanda, Grab Food and others in order to make it easier for customers who wished to purchase their foods and beverages online rather than going to restaurants. In this modern day, Big Tas Tea does not want to fall behind in leveraging online platforms to sell their food and beverage products. Through this way, the business can further expand their market.

3.8 Key Partners

For a restaurant business, it is important to have a supplier on raw materials or ingredients. With the help of raw materials suppliers, the restaurant can be run smoothly and effectively. In fact, the process of choosing the suppliers for the raw materials cannot be done randomly. The business must choose suppliers who have a solid track record as well as have a high quality of raw materials so that they can provide a good and best quality of foods and beverages to their customers. Big Tas Tea have chosen the best raw materials suppliers for their business operation. For the evidence, we can see that through their high-quality food as well as drink products.

The selection of suppliers for these packaging and cutlery items must be wisely selected as the food packaging is the utmost important nowadays. The ideal packaging will both preserve food quality and draw customers to buy the products. The quality of the packaging will provide good

feedback from the customers and also can be a good reflection for Big Tas Tea brand. Therefore, choosing a good packaging and cutlery supplier can give the company an advantage to attract customers with attractive, distinctive, and high-quality packaging and cutlery.

Aside from serving as a source of money for business expansion, loans can also act as a useful cushion to help the business to face the unforeseen business losses and expenses. Big Tas Tea has applied for a financial loan from the bank to be used as operation capital of their business. To efficiently manage its business operations and boost profitability, the company needs a sizable operating cash flow since maintaining a constant cash flow is crucial for the business operation. Big Tas Tea also apply the financial loan for the other purpose such as for expanding its business, stocking up on inventory, buying a new equipment for the business and others.

Delivery company such as Grab Food provides an online order and delivery system for the customers. This means that Big Tas Tea can utilize it as a tool to increase earnings and to better organize the restaurant operations. Besides, through the implementation of this delivery service, it helps the business to cut down the amount of space needed to accommodate such customers and also the staff costs. (The Importance of Online Ordering and Delivery for Restaurants, n.d.) For the delivery services, the Big Tas Tea restaurant has collaborated with the other delivery companies such as Grab Food, Foodpanda and others in order to make it easier for clients who wished to purchase their foods and beverages online rather than going to restaurants. This method seems to have been well implemented since the system has helped the restaurant to compete with the other western restaurant by getting the restaurant brand closer to the customers.

E-wallet or electronic wallet is a form of pre-paid account where a user can store their money for upcoming online transactions. The amount of money in e-wallet can be used to pay at merchants in a variety of ways such as “Tap and Pay” and through QR code. The customer may use their own smartphones to make payments for their purchase including online purchase, groceries and others. (Zen, 2020) This method is being used for Big Tas Tea business operation. The business provides e-wallet payment method for every of the customers in order to make it easier for them to make payments. This e-wallet method is being used to shorten the checkout process and expedite the payment process. In fact, the customers only need to scan the QR code and the payment process is done. Given that there is a huge amount of the Malaysians that have smartphone, provide an e-wallet payment method in the restaurant will make it more convenience

for the customers to frequently visit and purchase meals there. Besides, by using e-wallet, it also more secures for both business and customers. For business, it will make it much easier for business owner to the business. Additionally, the availability of the tracking feature will assist the business to protect their money and lessen the possibility of fraudulent activities. For the customers, the e-wallet payment will give an extra layer of protection against unauthorized purchases since it has the fingerprint authorization before make a payment.

3.9 Cost Structure

Rental is one of the important things in the cost structure for Big Tas Tea. This is because the company needs to rent many places to conduct their business comfortably. Since it involves less capital, renting a warehouse is a better option than buying the space. The company can use the money which they saved for another business purposes such as business development and expansion to new market or new offerings instead. In fact, rent a business property provides more flexibility for Big Tas Tea to grows. Since the company are not locked into property ownership, they can relocate once the lease is end. Leasing or renting also gives the company the opportunity to test the area whether the location is good or not for the business operation. (5 Benefits of Renting Business Premises, 2018)

Raw materials are the inputs required in the manufacturing process to produce completed goods that are prepared to sell to the customers. For Big Tas Tea business, the raw materials used in their daily operation are raw meats, seafood, eggs, floor poultry, fruits, vegetables, dairy and others. In order to meet the customer's demand, the company needs to spend the cost for all these raw materials each month. However, it is crucial for the business to make sure that they have a sufficient supply each month and also a proper management to manage their raw materials so that it enough for a period of time. In addition, the business also needs to maintain their raw materials inventory in the proper quantity and at the right place to avoid any mishaps since their products are made of these materials. So, they must give the best quality towards its customers who have supported them from the start until now.

Utilities bill is a monthly statement of the amount a household or business owes for essential services or utilities. Utilities are required for the operation process depending on the type and size of the business. Utilities bills such as electricity, gas, water and sewerage bills need to be paid by the company per month. All of these utilities are significant for the business in ensuring

that the business run effectively every day. For Big Tas Tea business operation, they must take care a few utility bills every month. For example, such as water, electricity, gas, sewage and also rubbish utility service.

Water is the most important utility that Big Tas Tea needs. Instead of drinking and making food, water is required for several tasks including basic sanitization of workers and other individuals, cleaning and washing the workplace, and others. Besides, the electricity is also the important utility bills for Big Tas Tea. Without it, the business cannot run or operate properly as they need it for running various tools, gadgets, equipment, and machines every day. Moreover, gas bills are specifically vital and essential for the business to use it for cooking, water heating, and other purposes. Additionally, sewage is one such utility that is typically offered as part of the water service. Big Tas Tea need to ensure that the sewage system constructed and maintained on a regular basis. Lastly, same with sewage, rubbish is a crucial utility component about which the business should ponder. Big Tas Tea systematically collects and manages the rubbish that is produced daily. It is done to ensure that the workplace and restaurants are not messy and hazardous to their customers.

The payment of wages to staffs is one of the priorities that any business need to consider each month. Big Tas Tea must also manage their staff salaries every month since the employees are the major driver of Big Tas Tea business operations for every single day. In fact, if they are understaffed, it will be difficult for them to serve their customers with the outstanding service. Furthermore, Big Tas Tea always pay their staff's wages on time as they believed that it is important to do the payment promptly when due. The reason why the payment of staffs' wages is very important because, it can boost the staffs' loyalty toward the company. When workers are paid well and happy, they are more likely to stay with the business. Just like Big Tas Tea, they do not need to keep spending time, money, and effort on hiring new staff members because many of its current employees have a high level of loyalty to the company due to the favourable treatment they have previously gotten.

Marketing expenses need to be spent by the company every month in order to ensure that the company's marketing activities is always running and capture many customers' attraction toward the brand. The marketing expenses that they spend every month including marketing for paid review by influencers and public figures, marketing for the company's official website page,

marketing for their official social media account, marketing for advertising, printing and others. By utilizing the marketing and promotional activities, Big Tas Tea can expand their customer or fan base and build brand recognition among the new targeted customers.

4.0 Findings and Discussion

4.1 Findings

Findings 1 - Confusion of Company Business Nature

Based on my observations, many people do not recognize or even do not know the business nature of Big Tas Tea. People think that Big Tas Tea is just a cafe that sells drinks and desserts. This stems from its name which carries the word “tea.” The word “tea” is enough to describe a drink. It does not carry the elements that show it sells western food. Therefore, the scope of marketing is not large and is only limited to those who know. It is also limited to young people because most parents are not interested in hipster drinks like those sold at Big Tas Tea unless the children invite them. In addition, Big Tas Tea rose when other drinks such as Tealive, Chatime, Daboba and others began to go viral and make a name for themselves in the community. With the passage of time and its name, it is not impossible that the public will misunderstand the its actual business nature.

Findings 2 - Unpredictable Customer Flow

It was identified that Big Tas Tea has a difficult to assess customer traffic pattern and this issue arises as a result of the company's incapacity to achieve the customer's expectations. We discovered that Big Tas Tea had a restricted amount of menu options on different branches. For instance, at Arau's branch, the new Swedish meatball menus are not available yet. We are all aware that today's customers come from a diverse spectrum of age groups and ethnic backgrounds; as a result, customers' tastes may differ.

Findings 3 - Unstandardized Order System

Among the major problem that we find out from Big Tas Tea is they do not standardize the order system in every of the branch. Some of the branch already use QR code to look at the menu and order the foods and drinks while there are some branches still using a piece of paper and we choose by ourselves by writing the order with code given to us before ordering the menu. Some of the loyal customers from Big Tas Tea also may feel uncomfortable due to the order system that

didn't standardize because when the customers go to the branches that don't have QR code, they need to wait for the waiter to give them the menu and a paper to write the order while we can lessen the time by using QR code just by sitting and scan the code.

4.2 Discussion

Discussion 1 - Rebranding

To overcome the problem of the public not knowing the business nature of Big Tas Tea, Big Tas Tea needs to rebrand. Rebranding is the process of changing an organization's corporate image. It is a market strategy that involves giving an existing brand a new name, symbol, or design change (Times, 2022). In my opinion, they need to create a new logo. This is because Big Tas Tea have too many logos. Each branch uses a different logo. It is not good for the brand image on the customer because the customer will be confused and not easily remember. Some of their logo is shaped like two cups of water which makes customers more confident that it is a cafe that sells water. Even the shape of the water cup is also different at each branch.



Logo 2



Logo 3

Advantages

By rebranding the Big Tas Tea's logo, it will make the logo in each branch more parallel. This parallelism makes Big Tas Tea look more robust and unified and not a separate identity with other branches. Customers will also not feel confused about the status of the Big Tas Tea Restaurant they visited. In addition, it is a point that can make Big Tas Tea more famous among customers with their business nature which is not only selling water and desserts but also selling Western food at reasonable prices. The percentage of monthly or annual sales can be increased with this change. This is because, the scope of selling Big Tas Tea becomes bigger from selling

drinks to western food. If before, people visit Big Tas Tea because of water and at the same time eat western food, now the possibility of customers coming to eat will be higher. Besides, the price of a plate of food is higher than the price of a glass of water.

Disadvantages

However, every pro must have cons. Rebranding makes Big Tas Tea have to start from the bottom since people need to re-acquaint themselves with the brand. In addition, the costs and risks to be borne are high. This is because, the possibility of losing regular customers or new customers in the early stages is very high. People will feel that Big Tas Tea has changed owners and worry about the price and taste changes and make them afraid and hesitant to go. This is because, the change of owner at the same time makes the whole organization change.

Discussion 2 - Identify Target Market

Advantages

The first step in the process of discovering new ones is identifying who the target customer is. Consequently, businesses will have a better grasp of what their customers want, emphasizing the benefits of the solution provided. While development is a sign that the business is thriving, it may be discouraging if you are unable to bear the pain that comes with it. Every positive has a corresponding negative. Why? Everything in the world has an equal but opposite reaction. One would not exist without the other.

Businesses that are unpredictable can adapt to change and surprise their customers. Who does not like a good surprise? If you are familiar with your industry and stay up with current trends, you should be aware of what has previously been done so that you may change it. The big picture may resemble that of other businesses. However, the specifics and how you carry them out are the defining characteristics that will make your business stand apart. Those particulars are frequently derived from your views, thoughts and perceptions of this dynamic situation (Small Restaurant Menu Or Big: Who Takes The Win, 2019).

It is advantageous for Big Tas Tea to have a much larger menu selection across all outlets. Using this strategy, the business may attract more customers, resulting in a larger customer base. A direct advantage of having a vast menu is that you can accommodate a wider range of foods.

This will allow you to cater to different taste buds within your potential customers and perhaps aim for a larger audience. A larger menu gives you the freedom and flexibility to retain a little bit of everything and make recipes for any mood. Sandwiches, burgers and pizzas, for example, can be found on one end and tacos on the other. At the same time, you may provide comfort foods such as hot chocolate as well as Spanish latte at your restaurant.

As an outcome, your target audience will expand and your customers will have more options to pick from, giving you a competitive advantage.

Disadvantages

Restaurant menus are slowly decreasing. In light of the COVID-19 epidemic, 28% of restaurateurs modified their menus to boost efficiency. However, restricted menus, like other COVID-accelerated technologies like online ordering and self-service ordering, benefit both customers and businesses and are here to stay.

The optimal length of a restaurant menu is a contentious issue. Several experts believe that simpler, smaller and shorter menus triumph, while some benchmark restaurants, such as SilverBeach Cafe in Mumbai or The Cheesecake Factory, have somewhat unusually extensive menus.

Nothing in the world has only a positive aspect. An interesting statistic about menus is that consumers glance at them for an average of 109 seconds before picking what to eat. This is your one opportunity to market your most profitable dish to your customers. When there are too many possibilities, this is quite difficult. The primary psychological outcome is that buyers will always choose the safer alternative.

Menu optimization is a critical restaurant function. It entails researching which meals perform well, which do not, which should be utilized for marketing and which should be scrapped. When you have a big menu with a variety of meals, examining each one becomes a laborious and time-consuming procedure. Simultaneously, studying patterns and selecting dishes to optimize your marketing strategies become more complicated because there are too many menu items to consider and too many factors revolving around each item to consider. As a result, optimizing the menu becomes a complicated process, and the restaurant operation itself becomes less efficient

and more susceptible to loopholes and errors. In severe cases, this might result in customer loss and massive losses for the business.

Discussion 3 - Standardize the Order System

Advantages

There are a few advantages by standardizing the order system using QR code order and look at the menu through the smartphone which are it can decide on the course of action you want the customer to pursue, absolutely measurable in every way, the availability of instant information to customers, reduces the need for reprints of promotional materials and is a well-established method of marketing and taking orders (M. Morrisson, 2007). Customers can just decide the menu that they want through the QR code and no need to call the waiter to shorten the time of ordering process. Next, it is absolutely measurable because by using QR code because it is very clear for the customers and the staff to proceed serving the menu and lessen the misunderstanding between both parties as if we use the old kind of technique, we might misunderstand the handwritten order due to everyone writing is not the same and neat. QR code also promote instant information as we just need to scan, and the information will appear as soon as possible such as by scanning QR code the Big Tas Tea menu will pop up right away. QR code also can reduces reprinting of Big Tas Tea when there is an update for their menu. By using QR code they just need to update the menu and price through the system. At the same time, they also can save the earth by reducing the use of paper. Moreover, QR code is a well-established system that has been use by many of other store to transfer information from one to another. As example, we can see many advertisements such as 7eleven who does promote their apps by scanning the QR code at the store. We can see that a big company such as 7eleven does promote using QR code for a long period of time ago. Therefore, Big Tas Tea need to standardize the use of QR code to take order because it is effective and efficient in terms of time and others mentioned above.

For us, in this modern era which everything is at our fingertip why not they just standardize the system using QR code to order and look at the menu. This way is more efficient and effective by using technology there will be no mistake such as misunderstanding on the customers writing which may look different to the staff resulting wrong menu send to the customer.

Disadvantages

The first disadvantage is newcomers without previous experience (Kovalenko, 2022). The ability to use QR codes is not universally understood. To begin, the organization will be required to undertake research to determine the level of understanding of the target audience as well as whether or not consumers would experience any challenges. As example. Even bank cards are viewed with suspicion by senior citizens. Because some elderly individuals do not possess current cellphones equipped with QR code readers, it will be hard for them to make order at Big Tas Tea using QR codes.

Moreover, if there is no other choice, relying only on QR codes is inefficient. Even for expert users, using QR codes is not always the most comfortable option (Kovalenko, 2022). The user will need to spend some time installing a QR code reader onto their mobile device if they do not already have one installed. If the only method of ordering and information collection that you offer is through the use of QR codes, you run the risk of losing customers. Big Tas Tea also does need to overcome this problem by providing another option for those who not comfortable using QR code mostly for the senior citizens.

Lastly, there is no internet connectivity available. By 2021, 90 % of people throughout the globe had access to a high - speed internet connection, and by 2022, mobile traffic had reached millions of terabytes (Kovalenko, 2022). Nevertheless, there is always the possibility of faults, which might result in an inconsistent internet connection. Everyone has experience with situations like these. This may occur if the user does not have sufficient funds in their account, if they are not in the correct area, or simply if there are technical issues with the cell network or the supplier of the Wi-Fi connection. If you do not have connection to the Internet, scanning a QR code will not be possible.

4.3 Recommendation

Other than problem that we find out it is crucial for Big Tas Tea to improve; we would like to suggest by providing a better cozy place would be even better for Big Tas Tea to improve the business. Some of the customers will bring family such as kids and senior citizens, well of course it is a good thing to provide a cozy place for them. Invest more for a better return why not, a good place would be a first impression to the customer then the food that needs to be maintained. The terms temperature, noise, aroma, and music are all examples of ambient variables. Customers at

restaurants place a high level of importance on the temperature, as there are specific degrees below which they experience discomfort. Researchers in the field of psychology, such as Bell and Baron, have hypothesized that specific temperatures may be linked to unpleasant feelings. When temperatures reach a specific point, customers have an unfavorable impression of the establishment, which, in turn, makes it unlikely that they would return. The aroma of food may affect how much people eat by enhancing or suppressing the flavour, as well as evoking feelings. Retailers are aware that a customer's mood, emotion, or desire can be influenced by a product's aroma. This can lead to increased sales. It should come as no surprise that unpleasant scents in the environment have the potential to reduce the amount of food consumed and the length of time spent eating. Customers' feelings can be affected by both the ambient noise and the music that is playing at a restaurant. When either the music or the ambient noise is too loud, too rapid, or too uncomfortable, people tend to spend less time there. On the other hand, when the music is quiet, people eat more slowly, stay at a restaurant for longer, and consume more food and drink.

Moreover, the accommodation for babies, disable people and senior citizens are also important. Usually, we often see that babies' seats are provided at the restaurant so why not Big Tas Tea improve their business by providing special accommodation for the disabled people and senior citizens to attract the family dine there. According to the findings of yet another poll focusing on the new mature market, older customers do not base their restaurant decisions solely on the menu. According to the findings of the research, older consumers place a high level of importance on the visual attributes of the restaurants they visit. By providing wheelchair to seniors and disable people will be much better to help them.

Lastly, among the discussions that we think it is crucial for us is to standardize the order system. Although there are pros and cons and absolutely the disadvantages that we do not want to deal with but for us to standardize the system of all branches is something important to build an established image. If it is standardized customers will see Big Tas Tea as a well-managed branding and trusted in terms of their management from ordering process to kitchen and serve well to the customer. When customers visit to all of the branches, they will feel like entering an exclusive restaurant such as Tony Romas in term of their management but at a reasonable price. So that is why standardizing the system is important to build a bolder vision and image.

5.0 Conclusion

In conclusion, the students completing this task will find that it is quite beneficial in expanding their understanding of entrepreneurship. The reason for this is that an education in entrepreneurship equips students with the information and abilities necessary to generate ideas for businesses and establish their own businesses. This course will also assist students learn more about company management, give advice for in operating the business, and teach them how to improve their communication skills.

According to what I have discovered, I've realized that every person who owns a business has to have the ability to think creatively in order to ensure that their company runs efficiently. The reason for this is that there are a lot of challenges that a business owner will have to overcome, some of which include a shortage of finance, competition from other companies, and the behavior of consumers. Therefore, if we want to run our own company, we need to be prepared to deal with challenges in an effective manner using effective strategies.

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