



اَبُو سَيِّدِي تَنَكُّو لَوِي كِن مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Perlis  
Kampus Arau



# CASE STUDY: COMPANY ANALYSIS

## CUEMI SOTONG GORENG

### PRINCIPLES OF ENTREPRENEURSHIP (ENT 530) : CASE STUDY

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## **EXECUTIVE SUMMARY**

CUEMI SOTONG GORENG, a microbusiness, is the focus of this case study. It was established in approximately 2020, during the country's recovery from the COVID-19 pandemic. Originally located in Kuala Perlis, Perlis, the business has expanded its market to northern states. The success of CUEMI SOTONG GORENG's kiosk has led to the opening of new outlets in Puchong and Pahang. The increasing recognition and public endorsement of CUEMI SOTONG GORENG signify its growing popularity among consumers. Our company aims to provide innovative solutions and services in the field of squid processing and distribution.

With a strong focus on quality and customer satisfaction, we have developed a comprehensive BMC that outlines key aspects of our business, including customer segments which is demographic segmentation, the favourable taste is highlighted in value propositions and the channels use is Facebook and TikTok. Furthermore, providing friendly service are the priority for their customer relationships, product sales and also add on extra are the main revenue streams. Physical and financial are key resources to build up the company. The main production is productivity, marketing and sales are for their key activities. They also have regular supplier and collaborate with Foodpanda as their key partnerships, and rent, inventory is for their cost structure.

However, our analysis also revealed areas for improvement. The distribution channel currently relies heavily on packaging, kiosk area and customer service. To overcome this, we recommend to overcome the issue by use a suitable and proper packaging, improve the safety factor of the kiosk and being responsive to the customer through social media. Furthermore, marketing efforts should be enhanced to create brand awareness and differentiate CUEMI SOTONG GORENG from competitors. Implementing targeted digital marketing campaigns and engaging with customers through social media platforms can help increase visibility and attract a younger demographic. CUEMI SOTONG GORENG has a strong foundation and potential for growth. By leveraging the findings and recommendations from our BMC analysis, the company can enhance its business model, expand its market reach, and establish itself as a leading provider of premium squid-based products in Arau, Perlis, and beyond.



## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

The ENT530 Principles of Entrepreneurship course is a business education staple that prepares students for real-world success. In this class, students will do a case study focused on a corporation or business in the "Small and Medium-sized Enterprises" (SME) category. Students are tasked with gathering information for a case study report by conducting interviews with company representatives and conducting online research about any small and medium enterprise firm or company of their choosing.

The next step is for students to conduct a business model canvas examination of the company and pinpoint the obstacles it has been facing. The Business Model Canvas (BMC) is a useful tool for businesses looking to better comprehend their own business models. After identifying the issue, students should examine it and generate a list of potential solutions. For this example, my party and I settled on CUEMI SOTONG GORENG, a chain of hawker stalls that started in Kuala Perlis, Perlis, but now has outposts in Kedah, Perak and Pulau Pinang.

The study's findings will be put to use in improving the quality of local brand products, appealing to consumers in Malaysia and elsewhere, and raising awareness about the importance of supporting domestic businesses.

### **1.2 PURPOSE OF THE STUDY**

The case study's focus is the company's offerings, so that you may become better acquainted with them. It's a chance to find out how the corporation operates, too. Using the available data, students can determine what the firm requires in order to develop a concept. Using BMC, we hope to get insight into CUEMI SOTONG GORENG's strategy, advertising, and organisational framework. This is due to the fact that BMC contributes to fixing the issue.

Business Model Canvas (BMC) is another tool that can help students gain a deeper understanding of business models. Our business strategy is built on BMC's foundation. It's a handy visual aid that will come in handy when fielding inquiries about our new business venture. When the course is over, students can put their newfound business knowledge to use in the real world. It could inspire them to be more creative and provide support as they launch and grow their technological company. As a result, students may propose novel innovations to the corporation to address the latter's problems.

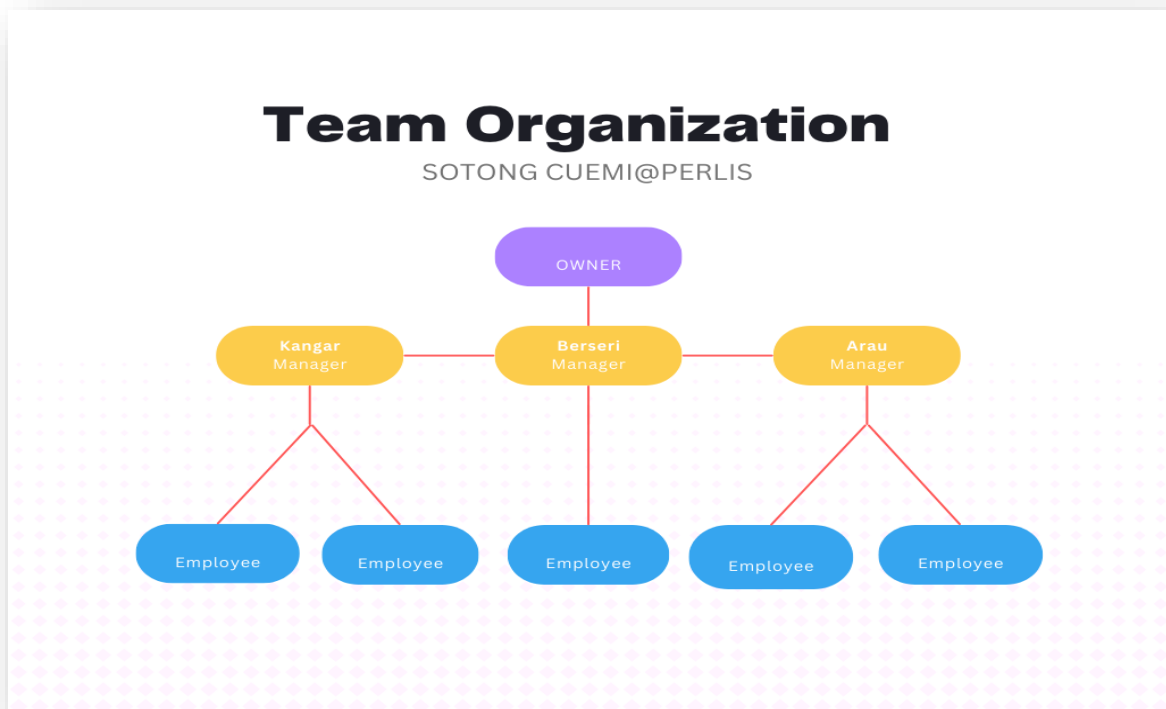


## **2.0 COMPANY INFORMATION**

### **2.1 BACKGROUND**

For the purposes of this case study, CUEMI SOTONG GORENG will represent our microbusiness. Let's start by learning the basics about the product we've chosen. CUEMI SOTONG GORENG has been functioning since roughly 2020, when the market and economy in the country are finally beginning to recover from the effects of the COVID-19 outbreak. CUEMI SOTONG GORENG has been expanding its business market to the northern states of Malaysia, including Kedah, Perak, and Penang, from its original location in Kuala Perlis, Perlis. The Kiosk for CUEMI SOTONG GORENG has been a huge success, so much so that it has just opened at the Setia Alam Convention Centre Hall in Puchong, as well as inside the Mydin Supermarket in Mydin Jengka, Pahang. Since the number of people who recognize CUEMI's SOTONG GORENG is steadily increasing, this endorsement from the public indicates that the product has won over the hearts of consumers.

## 2.2 ORGANIZATIONAL CHART / STRUCTURE



**TABLE 1: TEAM ORGANIZATION CUEMI SOTONG GORENG**

The organizational chart above shows that the company consists of three main levels of hierarchy. At the top, we have the owner of the company, who holds the ultimate authority and decision-making power. The owner is responsible for setting the overall direction and goals of the organization. Below the owner, there are three managers, each assigned to oversee a specific geographical area. The first manager is in charge of Kangar, the second manager oversees Berseri, and the third manager is responsible for Arau. These managers have the authority to make operational decisions within their respective areas and are accountable for the performance of their assigned locations. Under each manager, there are two employees who directly report to them. These employees work under the guidance and supervision of their respective managers and carry out day-to-day tasks related to the operations, sales, or services provided by the company.



## 2.3 PRODUCT / SERVICES

CUEMI SOTONG GORENG has begun to gain a foothold during the economic stimulus that has developed following the COVID-19 movement control order and is known for the crunchiness of fried squid flour sold in a variety of flavours such as original, cheese, seaweed, and curry. They also offer product sales through the Foodpanda courier services. Below is the list of products. Each type of food remaining the same price which is RM 12 but have a 20% discount for student. Another RM 2 will be charge based on extra add on sauce.



FIGURE 1:

SOTONG GORENG TEPUNG (ORIGINAL)



FIGURE 2:

SOTONG GORENG TEPUNG (SEAWEED)



FIGURE 3:

SOTONG GORENG TEPUNG (CHEESE)



FIGURE 4:

SOTONG GORENG TEPUNG (CURRY)

Look forward to the release of CUEMI with the latest sauce that will surely captivate the hearts of all customers. CUEMI guarantees you a reasonable price offer.



*FIGURE 5:  
NEW SAUCE  
(HOT SPICY)*



*FIGURE 6:  
NEW SAUCE  
(THOUSAND ISLAND)*



*FIGURE 7:  
NEW SAUCE  
(ROASTED SESAME)*



*FIGURE 8:  
NEW SAUCE  
(CAESAR)*



*FIGURE 9:  
NEW SAUCE  
(SESAME SOY)*



*FIGURE 10:  
NEW SAUCE  
(ROASTED SESAME YUZU)*



## 2.4 BUSINESS, MARKETING AND OPERATIONAL STRATEGY

### 2.4.1 BUSINESS STRATEGY

A company's plans for taking actions and making decisions to achieve its goals and objectives are outlined in its business strategy. A business strategy outlines the steps the organization must take to accomplish its objectives, which can help direct decisions about hiring and resource allocation. In order to create a strategy that maximizes your company's strengths while addressing or eliminating your weaknesses, you must first identify and evaluate the strengths and weaknesses of your business. A few methods have been established by CUEMI SOTONG GORENG as their business strategy. Initially, based on their target market Perlis, Kedah, and Perak are the three states on which this business has concentrated. Additionally, they provide freshly fried food.

### 2.4.2 Marketing Strategy

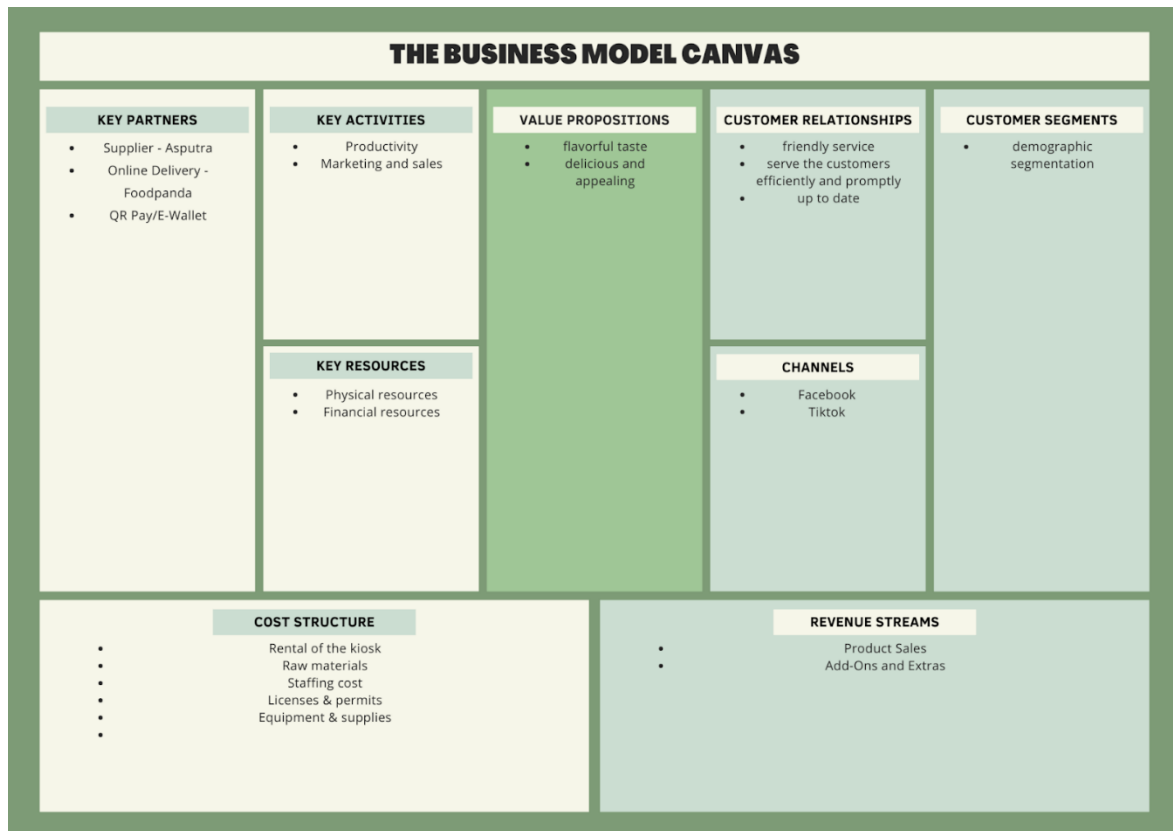
When a company is established, one of the crucial components is its marketing strategy. A company's overall plan for reaching out to potential customers and persuading them to buy its goods or services is known as its marketing strategy. The product, price, promotion, and location are all components of a marketing strategy. Offering customers, a delicious and aesthetically pleasing food product is the main marketing strategy of CUEMI SOTONG GORENG. The product was made with high-quality, fresh ingredients. They are charging fair prices, which may be a smart move on their part to draw in clients. They use Facebook, Instagram, and TikTok as social media platforms for their advertising strategy to inform consumers about their existence and new products. The following one discusses where they are. Perlis, Kedah, and Perak have been selected by CUEMI SOTONG GORENG as the locations for their kiosk.

### 2.4.3 Operating Strategy

The method a business employs to fulfill its mission and long-term objectives is known as an operation strategy. Making decisions based on a variety of variables, including product management, supply chain management, inventory, forecasting, scheduling, quality, and planning and management of facilities, is implied. The most effective use of each employee's time and abilities can be made possible by an operation strategy. Furthermore, since they work at kiosks, organizational leaders can learn because they are always on hand to take orders, fry, and be available.

### 3.0 COMPANY ANALYSIS

#### 3.1 BUSINESS MODEL CANVA (BMC) ANALYSIS



**TABLE 2: THE BUSINESS MODEL CANVAS**

##### 3.1.1 CUSTOMER SEGMENT

What does it mean by customer segment? The customer segment is a group of consumers known as a customer segment are those who exhibit similar needs, traits, behaviors, and preferences. Businesses can develop targeted marketing strategies and customize their products or services to meet the needs of each segment by identifying and focusing on distinct customer segments. Numerous variables, including demographics, psychographics, geography, purchasing patterns, and customer lifetime value, can be used to describe a customer's segment.

Customer segment for CUEMI SOTONG GORENG that they target a customer segment at every level of age. They are offered a very tasty flavour that their customers can get at each stall. At each of their stalls, they offer a very delightful selection of flavours to their customers. Customer segmentation is a very effective strategy used by CUEMI SOTONG GORENG to increase customer loyalty and sales by helping them better understand their target market.



### **3.1.2 VALUE PROPOSITION**

Value proposition is defined as a clear and unambiguous statement that outlines the special value and advantages that a company, product, or service offers to its clients. It is a strategic declaration that explains the benefits of a specific product or service and how it differs from those of rivals. The flavourful taste is highlighted in the value proposition of CUEMI SOTONG GORENG, positioning the beverage as a source of enjoyment and satisfying experiences. Because CUEMI SOTONG GORENG is frequently made and served quickly and cheaply, it is also regarded as fast food.

The food that they sell is also delicious and appealing. Food prepared by CUEMI SOTONG GORENG is undoubtedly more enjoyable than food that lacks flavour. Additionally, the ingredients, the cooking process, and the seasoning all have an impact on the flavour of the food. Because of this, their business offers a variety of flavours to meet the needs of their clients and provide an enjoyable experience.

### **3.1.3 CHANNELS**

In order to connect with their customers, they also use social media. They have been promoting their product on social media for a long time. Social media is now constantly updated and used, making it the perfect platform for business promotion.

They made the decision to reach out to their clients through this channel because the modern era is more focused on technology. Customers may stay up to speed on new menu items and seasonal products by following CUEMI SOTONG GORENG on Facebook and also TikTok @CUEMI\_food. These social media accounts will receive updates from CUEMI SOTONG GORENG on their premium meals and products, including information about their design, cost, promotion, new product launches, and similar matters.

### **3.1.4 CUSTOMER RELATIONSHIPS**

At CUEMI SOTONG GORENG, they prioritize building strong customer relationships based on three key principles: friendly service, fast service, and staying always up to date. First and foremost, they believe in providing friendly service to create a welcoming and enjoyable experience for their customers. Their dedicated team is committed to greeting each customer with a warm smile and ensuring their needs are met and also strive to foster a friendly atmosphere where customers feel valued and appreciated, making their visit to their establishment memorable and inviting.



In addition to friendly service, they make it a priority to serve their customers efficiently and promptly. Whether it's taking orders, preparing meals, or addressing any queries or concerns, they strive to minimize waiting times and ensure that their customers are served in a timely manner. Their goal is to deliver delicious CUEMI SOTONG GORENG quickly, without compromising on quality.

Furthermore, they recognize the significance of always staying up to date to meet their customers' evolving needs. They keep a pulse on the latest industry trends, customer preferences, and feedback to continuously improve offerings. By staying up to date, they ensure that their menu remains fresh, ingredients are of the highest quality, and service is aligned with the expectations of valued customers. CUEMI SOTONG GORENG aim to exceed their expectations by constantly innovating and introducing new and exciting flavours and options.

### **3.1.5 REVENUE STREAMS**

CUEMI SOTONG GORENG generates revenue through various streams based on the sales of its products, which include squid fried, chicken popcorn & fish finger with cheese in both spicy and original flavours. Here are the revenue streams for CUEMI SOTONG GORENG:

1. **Product Sales:** The primary source of revenue for CUEMI SOTONG GORENG comes from the direct sales of its signature products. Customers can choose from a range of options, including squid fried, chicken popcorn, and fish finger with cheese, all available in both spicy and original flavours. Each purchase contributes to the overall revenue stream of the business.
2. **Add-Ons and Extras:** To enhance the dining experience, CUEMI SOTONG GORENG offers add-ons and extras that customers can include with their orders. This may include additional dipping sauces, side dishes, or upgraded portions like hot & spicy, thousand island, roasted sesame, Caesar, sesame soy sauce, roasted sesame, and mayonnaise Japanese style. By offering these options, the business can increase its revenue by providing customers with customization choices and encouraging them to spend more on their orders.



### **3.1.6 KEY RESOURCES**

What exactly do we mean by key resources? The main assets and inputs a business need to operate profitably, create a viable business model, and manage operations are referred to as key resources. The crucial tasks must be completed by the primary sources in order to develop the value proposition. Key resources come in a variety of forms, including material, financial, human, and intellectual.

1. **Physical resources:** This is the resources available to CUEMI SOTONG GORENG. These assets are required by their business to operate and maintain each kiosk. The physical assets owned by this business, which focuses on food, are recipes, which are the ingredients used to make food and flavour products. In order to guarantee customer satisfaction, CUEMI SOTONG GORENG also uses high-quality raw materials. For instance, they use fresh squid, chicken popcorn, and fish fingers to make food that is both tasty and non-perishable.
2. **Financial resources:** Some business models require financial guarantees in addition to financial resources, such as cash, lines of credit, or a stock option pool, for hiring manpower or key employees. To maintain the company and keep each kiosk afloat and expand, CUEMI SOTONG GORENG owns its financial resources.

### **3.1.7 KEY ACTIVITIES**

The most crucial tasks in carrying out a company's value proposition are called key activities. The key business or product activities are the steps taken by the company to fulfil its value proposition to its clients. Both the business operations and the product's production, marketing, and distribution must be under their control. There are a few core issues of key activities for CUEMI SOTONG GORENG does:

1. **Productivity:** Productivity is the first of CUEMI SOTONG GORENG's key activities. They have created a variety of foods for this company, including fish fingers with cheese, chicken popcorn, and fried squid in both original and spicy flavours. They additionally provide extra dipping sauces, sides, or choose flavour options, such as hot & spicy, thousand island, roasted sesame, Caesar, sesame soy sauce, roasted sesame, and Japanese-style mayonnaise. They must make the food every day because they serve their customers freshly fried food because they don't use finished goods but rather raw materials.



2. Marketing and sales: It are also one of CUEMI SOTONG GORENG's focal points of activity. A few social media platforms, including Facebook, Instagram, and TikTok, were also used by CUEMI SOTONG GORENG to market and advertise the product. They produce content about their company almost daily in an effort to draw clients. They frequently provide updates on any new flavours or products as well as customer feedback. To ensure that their customers are satisfied, CUEMI SOTONG GORENG always varies the kinds of food and flavours it offers and improvises any flaws in its products that it learns about from customer feedback.

### **3.1.8 KEY PARTNERS**

CUEMI SOTONG GORENG relies on key partners to ensure the smooth operation and success of its business. Based on its supplier and delivery services, here are the key partners of CUEMI SOTONG GORENG:

1. Supplier - Asputra: Asputra is a key partner for CUEMI SOTONG GORENG as it supplies the essential ingredients and materials needed for the preparation of their signature products. Asputra provides high-quality squid, chicken, fish, and other ingredients required for the frying and flavouring process. The partnership with Asputra ensures a consistent supply of fresh and top-notch ingredients, allowing CUEMI SOTONG GORENG to maintain the quality and taste of its offerings.
2. Online Delivery - Foodpanda: Foodpanda is a vital partner for CUEMI SOTONG GORENG's online delivery services. Foodpanda is a popular online food delivery platform that connects restaurants with customers. By partnering with Foodpanda, CUEMI SOTONG GORENG gains access to a wide customer base and a robust delivery infrastructure. Foodpanda handles the logistics of order placements, dispatch, and delivery, enabling CUEMI SOTONG GORENG to reach customers who prefer the convenience of ordering online.
3. QR Pay/E-Wallet: CUEMI SOTONG GORENG has partnered with QR Pay/E-Wallet providers to facilitate cashless transactions. By collaborating with popular QR Pay or E-Wallet services, such as Grab Pay or Boost, CUEMI SOTONG GORENG can offer customers a seamless and convenient payment option. This partnership allows customers to make quick and secure payments using their smartphones, enhancing the overall dining experience and streamlining the transaction process.





These key partners play a crucial role in supporting the operations and growth of CUEMI SOTONG GORENG. The partnership with Asputra ensures a steady supply of high-quality ingredients, while the collaboration with Foodpanda and QR Pay/E-Wallet providers expand the business's reach and enhances the customer experience through online delivery services and cashless payment options.

### **3.1.9 COST STRUCTURE**

#### **➤ RENTAL OF THE KIOSK**

The first CUEMI SOTONG GORENG kiosks opened in Kuala Perlis, where the company introduced its wares to the public. Encouraged by the positive response they received, the company quickly expanded, renting additional kiosks in the northern states, and eventually breaking into the hypermarket sector. The proposal was well-received because the kiosk is situated in a highly-trafficked area of the hypermarket, where the majority of customers for this CUEMI product are likely to be found. A kiosk in a hypermarket lot will run you around RM1400 - RM1600 per month in rent.

#### **➤ RAW MATERIALS**

In order to comply with the standards and standards set to maximize product quality, CUEMI SOTONG GORENG must use the best and freshest raw materials every day. And among the following raw materials are, such as, supply of fresh squid, supply of local chicken filling and others such as spices, branded cheese and a variety of sauces must be prepared to ensure the sale of productivity in a systematic manner. The rough estimate of the weekly cost is around the price of RM 600 - RM 800 due to the increasing market price of raw materials at this time.

#### **➤ STAFFING COST**

Employees are a must for every business. The business itself will benefit, and so will the workers. When CUEMI SOTONG GORENG prepare and sell meals, they will keep the food stand clean and make sure everything for sale is there. Salary or commission is an example of a fixed expense because it is predictable and rarely changes from month to month. At each stand, CUEMI SOTONG GORENG has compensated between two and three employees so far. Employees receive a base income of RM1500 to RM1800 per month (after EPF contributions) depending on their hours worked, with the potential for further compensation based on sales goals met.

### ➤ **LICENSES AND PERMITS**

Food and beverage businesses require a range of licenses and permits to operate legally, such as food safety permits and also health department certifications. The cost of these licenses and permits will depend on the local regulations. It is important to research the specific requirements in your area and ensure that all necessary permits and licenses are obtained before running the business.

### ➤ **EQUIPMENT AND SUPPLIES**

One of the most significant costs for food and beverage businesses is the equipment required for food preparation and cooking. This can include stoves, fryers and other specialized equipment. The cost of this equipment can vary widely depending on the quality, size and features of the equipment. For example, a high-end commercial fryer may cost several thousand ringgits while a smaller more basic fryer may cost a few hundred ringgits. Not only that, another significant cost for F&B businesses is the equipment and supplies required for serving and storing food which include refrigerators, freezers, utensils and other more items.

## **4.0 FINDINGS AND DISCUSSION**

### **4.1 FINDINGS**

#### **➤ EXPOSED PACKAGING**

CUEMI SOTONG GORENG uses packaging that does not have a cover, which is extremely dangerous because it is exposed to the elements. For example, the food served to the customer is primarily exposed to vehicle fumes and flies. This can contaminate the food by allowing bacteria to multiply on the exposed food.

#### **➤ THE USE OF SKEWERS**

The use of skewers for customer use should be considered by the management of CUEMI SOTONG GORENG. It puts them in danger, especially for kids. Skewers are delicate and easily break. Furthermore, if CUEMI SOTONG GORENG wishes to continue using skewers for customer use, it must ensure that the skewers are properly cleaned before use.

#### **➤ LATE RESPONSIVE CUSTOMER SERVICE**

CUEMI SOTONG GORENG was slow to respond or provide feedback. It must be addressed as soon as possible in order to ensure customer satisfaction and increase profits. If not addressed immediately, it is likely to result in customer dissatisfaction, lost sales, and reputational harm to a company.

#### **➤ NO WAITING AREA AT EVERY KIOSK**

We discovered that there is no customer waiting area at any of the CUEMI SOTONG GORENG kiosks. Customers may be forced to wait outside in the elements as a result. This can be inconvenient and uncomfortable, especially in bad weather. Customers may also perceive that they are being ignored. Customers may believe they are not being given priority if there is no dedicated waiting area.

## 4.2 DISCUSSION

### ➤ USE OF SEALED AND SECURE PACKAGING

CUEMI SOTONG GORENG must use sealed and secure packaging. It is critical to protect the product from damage or contamination. Aside from that, sealed packaging is critical to preventing food tampering. It may also improve their customer experience. Sealed packaging can enhance the customer experience by providing customers with the assurance that their food is safe and secure. Indirectly, sealed packaging can improve product quality by protecting food from environmental factors that can harm it.

✚ **Advantage** : Improved food quality for customer satisfaction.

✚ **Disadvantage** : More expensive because it often requires more material.

### ➤ USE OF CUTLERY

Customers, especially children, are safer when using cutlery rather than skewers. One advantage of using cutlery is that it allows you to eat your food more efficiently. This is because it enables customers to cut food into smaller pieces, making it easier to chew and swallow. Additionally, using cutlery is more sanitary. Cutlery can assist customers in keeping their hands clean while eating. This is since it prevents them from touching their food with their own fingers. Cutlery should be used instead of skewers, which are more dangerous.

✚ **Advantage** : More safe, efficient, and hygienic.

✚ **Disadvantage** : More costly because it frequently calls for more substance.

### ➤ RESPONSIVE CUSTOMER SERVICE

The top management of CUEMI SOTONG GORENG can train all their staff to handle customer issues without escalating them to a manager. Response times and customer satisfaction may both increase as a result. Monitoring their customer service performance will help you find areas that need improvement.

✚ **Advantage** : Enhance brand reputation.

✚ **Disadvantage** : Can be expensive to implement and maintain.

## ➤ SET UP A WAITING AREA FOR CUSTOMERS

Every kiosk at CUEMI SOTONG GORENG needs to have a waiting area where customers can wait for their food. By providing a more secure area for customers to wait, it may help to increase safety. In areas with high crime rates, this may be especially crucial. Additionally, waiting areas can ease congestion. Customers may have an easier time locating and ordering food, and staff may have an easier time controlling customer flow in busy areas.

✚ **Advantage** : Reduced congestion and increased safety.

✚ **Disadvantage** : It may occupy valuable space that could be put to better use.



## 5.0 RECOMMENDATIONS

In this area, the concept for creating a brand-new product that would offer recommendations for improvements to current item emerged. We would like to offer to you our newest product, "Ocean Bites," which is a meal based on marine life and has fresh squid as its main component. In order to further persuade clients to try this new product, we are happy to improve it by introducing you to fish rays as an additional menu item. We will go into further depth about the changes that are being made and how they will impact the customer's needs.

First and foremost, making sure that "Ocean Bites" is always packaged and kept in a suitable container and has a cover for the container is the first step towards increasing customer satisfaction with this product. Currently, CUEMI SOTONG GORENG that is supplied to customers is in a container that does not have a container cover, meaning that the product is exposed to the environment before the customer is ready to enjoy it. Given this, "Ocean Bites" is on the right track by switching to more secure containers that also guarantee safety and are in line with the principles of good food hygiene.

Besides that, companies could do better by providing safer cutlery, especially for kids. Where did these issues come from before this improvised solution was available? CUEMI SOTONG GORENG used to solely sell skewers for their flour fried squid. So, with this in mind for new product "Ocean Bites", this suggestion to introduce and sell cutlery sets, including plastic spoons and forks, is very pleasant to all parties and will make life easier for customers.

Next, "Ocean Bites" will offer a diverse payment option that can have many benefits for both businesses and customers, including increased sales. By offering a range of payment options, businesses can cater to a wide range of customers. For example, some customers may prefer to pay with cash, while others may prefer to use a credit card or mobile payment app. So, by accommodating these different preferences, businesses can increase their sales and attract many new customers. And not only that, it can also improve record-keeping. Electronic payment systems can also provide businesses with better record-keeping and reporting capabilities. This can help businesses track sales, monitor inventory, and analyze customer behavior. This data can be used to make more informed business decisions and improve overall performance.



Apart from that, for the first time, our new product "Ocean Bites" will produce food products in travel pack sizes. What are the benefits of this new improvement? For one, it makes "Ocean Bites" easier to carry food around when you are traveling or on-the-go, which is why these travel packs are designed to be portable and convenient. Another benefit of travel pack sizes is that the food itself has a longer shelf life. This is because the travel pack size helps to reduce the amount of air and moisture that come into contact with the food, which can cause it to spoil more quickly. And as a result, you can stock up on travel-size food and not have to worry about it going bad before you have a chance to use it.

Finally, it is important to focus on creating a positive customer experience. This means providing excellent service, creating a welcoming atmosphere, and paying attention to the little details that can make a big difference. By doing this, businesses can build a loyal customer base that will keep coming back. On the other hand, the employees of "Ocean Bites" can be more responsive to customer feedback and complaints. For example, if a customer has a negative experience, take the time to listen to their concerns and make things right. As a result, this can help turn a negative experience into a positive one and show that you care about customer satisfaction.



## 6.0 CONCLUSION

CUEMI SOTONG GORENG has been functioning since roughly 2020, when the market and economy in the country are finally beginning to recover from the effects of the COVID-19 outbreak. CUEMI SOTONG GORENG has been expanding its business market to the northern states of Malaysia, including Kedah, Perak, and Penang, from its original location in Kuala Perlis, Perlis.

CUEMI SOTONG GORENG is known for the crunchiness of sotong goreng flour sold in a variety of flavours such as cheese, seaweed, and curry. Not only that, but CUEMI SOTONG GORENG began introducing new sauces for their products this year, including roasted sesame, hot spicy, and mayonnaise Japanese style. They also offer product sales through the GrabFood and FoodPanda courier services. They have been promoting their product on social media such as Facebook and TikTok for a long time. These social media accounts will receive updates from CUEMI SOTONG GORENG on their premium meals and products, including information about their design, cost, promotion, new product launches, and similar matters.

At CUEMI SOTONG GORENG, they prioritize building strong customer relationships based on three key principles: friendly service, fast service, and staying always up to date. The business will continuously concentrate on business strategies, particularly in production and marketing, to ensure that the business is well-known among customers. Furthermore, they will be able to achieve the goal correctly based on the CUEMI SOTONG GORENG business plan. This business will also be able to stand firmly with excellent management in the future.

By doing this case study, we learned about how CUEMI SOTONG GORENG runs their business and how they serve their services to their customer. Knowing this, we want to analyze the company using the Business Model Canvas (BMC). We identified their issues and weaknesses using the knowledge gained through our research and observation. As a result, we are doing this case study to develop a solution and recommendations for this business to improve revenue. Business Model Canvas is crucial and valuable for a company because it helps it visualize what is important and forces users to address critical areas.



## 7.0 REFERENCES

Cusmano, L. (2015). *New Approaches to SME and Entrepreneurship Financing: Broadening the Range of Instruments*. Istanbul: OECD Centre for Entrepreneurship, SMEs and Local Development.

## 8.0 APPENDICES



**FIGURE 13:**  
*THE FOUNDER OF CUEMI SOTONG GORENG, TUAN JI AND HER BELOVED WIFE*



**FIGURE 14:**  
*THE LOCATIONS OF CUEMI KIOSKS*



**FIGURE 15:**  
*THE MENU OF CUEMI*



**FIGURE 16:**  
*CUEMI HAS MANY VARIETIES OF NEW SAUCES*