



CASE STUDY: COMPANY ANALYSIS

MUIZ HOT CHICKEN SDN BHD

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EXECUTIVE SUMMARY

This case study analyzes Muiz Hot Chicken Sdn Bhd, a fried chicken brand founded by Muhamad Muizzuddin bin Remle in 2015. The purpose of this study is to examine the existing business model and identify issues and weaknesses in the product. The key challenges faced by Muiz Hot Chicken include undercooked and greasy chicken, as well as exposure to pollution due to its roadside stall location. These issues have led to customer complaints, which can potentially impact sales, revenue, and the company's reputation.

To address these challenges, we propose the establishment of a new company that aims to offer better-prepared fried chicken, capitalizing on the existing customer base while appealing to potential consumers seeking a unique taste experience. This solution seeks to improve the quality of the product, thereby mitigating customer dissatisfaction and enhancing the company's reputation.

By implementing these proposed solutions, the new company can differentiate itself in the market and attract customers who are looking for superior fried chicken options. This executive summary provides a high-level overview of the case study, outlining the challenges faced by Muiz Hot Chicken and the recommended solutions to improve the product and overall business performance.

1.0 INTRODUCTION

1.1 Background of the Study

The food and beverage industry contributes more to our economy than other industries. The food and beverage industry encompasses all businesses that process, package, and distribute raw food products. Most of the time, the food and beverage industries will compete with each other to become well-known businesses. In addition, the food and beverage sector are highly competitive and relies heavily on efficiency and adaptability. Popular demand, seasonal production, and population expansion all influence revenue. Same goes to Muiz Hot Chicken, which is struggling to grow its business to become a high-level business in the future. We chose Muiz Hot Chicken as our research since we were asked to complete a case study report on any business facing an issue that included a real or fictional situation about the firm.

Furthermore, we need to identify two or more problems regarding their product or any challenges that arose in their company, such as in marketing, advertising, or sales. Following that, we should come up with our solutions to their problems and recommend the best solution to be implemented. As we are aware, the majority of businesses are struggling to build their brand, especially small businesses. Most of the time, small business failures are most commonly caused by a lack of money or capital, the retention of an ineffective management team, a flawed infrastructure or business model, and failing marketing campaigns. On the flip side, facing a lot of problems can teach us a lot. Dealing with a lot of challenges in a company may teach us how to assess what worked and what did not, even more than success. Lastly, it can help us develop critical and analytical thinking abilities, allowing us to innovate, refocus, and try something new the next time.

1.2 Purpose of the Study

The purpose of this study is to expose students to potential business challenges and how to handle and solve them effectively. By completing this case study, students will be able to generate new ideas for how to enhance the firm in the future. As students, we need to think widely about how to improve the firm in terms of product, operation, sales, and marketing. Besides, the purpose of this case study is also to motivate students to learn how to be good entrepreneurs by enhancing their skills. As a result, students may gain greater knowledge and skills on how to run a successful business. By becoming entrepreneurs, we may provide work possibilities for individuals while also strengthening our country's economy.

This is why several educational institutions, as well as the government, have pushed individuals to become entrepreneurs. Students can be entrepreneurs after they graduate from university since it can increase work-life autonomy. Showing our work-life balance and the capacity to establish our own boundaries are critical components of working for ourselves. When we can regulate our workload, our job satisfaction rises, and we become more involved in the day-to-day operations of the firm. Another goal of this case study is to look at their strengths and weaknesses, business plan, research the findings and possibilities. It appears that students can better understand specific circumstances by examining their weaknesses and determining what occurred. Students can then explain specific characteristics of the incident and analyse it using theoretical categories.

2.0 COMPANY INFORMATION

2.1 Background

Muiz Food Industries Sdn Bhd is a sole proprietorship company that has been operating in the F&B industry for nine years under the name Muiz Hot Chicken or Muiz Fried Chicken. In August 2020, the company changed to a private company. Muiz Food Industries Sdn Bhd offers kiosk and "Food truck" concept business opportunities to entrepreneurs, and Muiz Hot Chicken has helped 90 entrepreneurs generate income through this product.

Muhamad Muizzuddin Bin Remle is the visionary founder behind the popular Muiz Hot Chicken brand. He started his entrepreneurial journey at just 20 years old, right after completing his STPM studies. Initially, Muizzuddin worked as a water maker in a restaurant before venturing into selling fried chicken on the side of the road in 2013.

In 2015, Muizzuddin came up with the name Muiz Hot Chicken, realizing the importance of branding and naming for a product he wanted to sell. He also wanted to help fellow villagers enter the business world, which led him to develop his own kiosk concept. Since then, the Muiz Hot Chicken kiosk business has expanded throughout peninsular Malaysia.

By 2022, Muiz Hot Chicken has expanded to 140 kiosks throughout peninsular Malaysia. As a private company, Muiz Food Industries Sdn Bhd enjoys greater flexibility in its operations and management. This allows the company to make decisions quickly, with fewer regulatory requirements and stakeholders to consider.

It's impressive to note that Muizzuddin started his business with just RM800 in capital and has now achieved sales of over RM10 million at the end of 2021. According to Muizzuddin, the success of his business would not have been possible without the support and guidance of his parents and the renowned business mentor, Dato Wira Dr Hj Azizan Osman.

2.2 Organizational Structure



Table 1: Organizational Structure of the Muiz Hot Chicken Company

2.3 Products

Muiz Hot Chicken specializes in serving crispy fried chicken dishes with a unique blend of spices and a variety of sauces. They offer a variety of set meals featuring their fried chicken dishes. It appears that they have an original set which likely features their classic original flavor fried chicken. The cheese set and Korean cheese set come with cheese sauce, while the Korean spicy set feature their chicken with a special Korean sauce. Muiz Hot Chicken's most famous product is the cheese set. This set meal is particularly popular among their customers, perhaps due to the unique combination of fried chicken and special cheese sauce.

Moreover, Muiz Hot Chicken offers multiple purchasing options for their customers, including buying at a nearby kiosk or store, and through online platforms such as Foodpanda or Grab. Additionally, it's convenient that they offer delivery services for purchases made through these online platforms, making it easier for customers to enjoy their products from the comfort of their own homes. Muiz Hot Chicken has varying operating hours depending on the branch location. Their earliest opening time is at 10:00 AM, while their latest closing time is at 6:30 PM. It is better to check their official website or social media pages for the most up-to-date information on their operating hours.



Figure 1: The variety of sauces options available on the Muiz Hot Chicken menu.



Figure 2: Various box set meals on the Muiz Hot Chicken menu.

2.4 Business, Marketing, and Operational Strategy

2.4.1 Business Strategy

A business strategy describes how an organization will carry out its aims and vision, and it also acts as a guide for decision-making to increase the company's financial stability in a cutthroat market. In order to reach a company's purpose, business strategy requires certain abilities and expertise. It describes the process followed to accomplish the given objective.

Muiz Hot Chicken, the chosen business type, is in the F&B industry and was established in 2013 as a sole proprietorship. Those who are interested in launching a business with Muiz Hot Chicken can also apply to become agents. Anyone can start their own business with Muiz Hot Chicken. They can start their own outlet business with little initial investment and sell Muiz Hot Chicken products to make money, with net profits reaching up to 65% in some cases. As a result, Muiz Hot Chicken currently has more than 100 outlets throughout Malaysia. Muiz Hot Chicken has assisted their businesses in achieving 5 to 6 figure monthly incomes with their tested strategy and assistance. Muiz Hot Chicken also employs a variety of methods and strategies to discover the optimum location for its business, since this ensures its proximity to customers and allows them to be reached easily. They are aware that it is important to remind customers of their existence. They consistently choose a beneficial site for their retail outlets, which will improve sales.

Finally, Muiz Hot Chicken customers also can purchase their products using online ordering and delivery platforms which are Food Panda and Grab where their customers can simply find and order food by visiting their website or using the mobile app. As a result of their strategic partnership with Grab Food and Food Panda, Muiz Hot Chicken has expanded the number of access points available to customers so they can easily enjoy their beloved Muiz Hot Chicken meals without having to leave their homes.

2.4.2 Marketing Strategy

A marketing strategy is a long-term plan for achieving a company's goals by understanding its consumers' needs and developing a distinct and long-lasting competitive advantage. The market positioning of your company, the kind of products you create, the strategic partners you associate with, and the types of advertising and promotion you invest it may all be determined by your marketing strategy.

Muiz Hot Chicken has developed online profiles for their business, such as Instagram and Facebook to attract new clients and distribute information about their product and company. In order to keep its consumers informed of the most recent news and releases, Muiz Hot Chicken will frequently update its social media pages. This strategy will help their business develop strong relationships with customers and increase customer engagement. This would enable them to reach more prospective customers because most Malaysians are on social media. Social media was an appropriate choice for their new company because it is also known as the fastest method of disseminating information globally. In addition, to ensure that all their clients and the community around them can recognize their brand and business, Muiz Hot Chicken also utilizes signboards to be placed at the top of their building.

2.4.3 Operational Strategy

The operations strategy of a company refers to the choices it makes about the production and distribution of its goods. The operations of companies may be thought of as every action they take to create or deliver a product, and their operations strategy can be thought of as every decision they make regarding these many different actions.

Muiz Hot Chicken strictly enforces the rule that no finished goods may be touched with bare hands. The use of disposable gloves, sanitized scoops, or tongs is recommended instead, as stated frequently by Muiz Hot Chicken. In addition, Muiz Hot Chicken places a high priority on product safety. Since quality reflects how Muiz Hot Chicken works for its customers, the company only produces the highest-quality products. Since quantity and quality must be balanced, all their company's products must meet the necessary standards and satisfy customers equally. Fresh chicken with such a crisp taste, friend chicken that isn't fatty, and friend chicken that isn't greasy are examples of the quality. The Muiz Hot Chicken firm also provides membership cards to regular customers, allowing them to get in touch with the business in the unlikely scenario that something must be complained about because of their mistakes. Therefore, after you purchase a product from Muiz Hot Chicken, a feedback form is also provided.

2.5 Financial Achievement



Figure 3: The image of Tuan Raub succeeded in making RM80,000 in sales per month with Muiz Hot Chicken.

Financial achievement is a subjective assessment of a company's capacity to use resources from its main mode of business to generate income. The expression may also be used to represent the overall financial health of a company throughout a specific time. Muhamad Muizzuddin Bin Remle, the founder of the Muiz Hot Chicken firm and product, began as a one-man operation on the side of the road with only RM800 in capital. By the end of 2021, he would have made his first RM10 million in sales. According to him, none of this would have been possible without the support of his parents as well as the advice of the renowned business mentor Dato Wira Dr Hj Azizan Osman. Besides, Muiz Hot Chicken supports people who want to market their products as well as participate in entrepreneurial endeavors.

Most of the agents they employ are happy with the profits they can make from selling Muiz Hot Chicken products, which range from RM 20,000 to RM 100,000 every month. Since they believe that the company's potential is greater and it can produce profitable results, their agents decided to start Muiz Hot Chicken branch. As a result, Muiz Hot Chicken presently employs about 50 people across a variety of sectors, including manufacturing, accounting, human resources, logistics, sales, and marketing, in addition to earning unforeseen cash from the sale of its products. For the Muiz Hot Chicken product handling training, a specific team of instructors has also been selected. This group also inspects the quality of the products. At this point, Muiz Hot Chicken has aided up to 90 business owners who profit from the service it provides. There are 140 Muiz Hot Chicken outlets spread over Peninsula Malaysia as of 2022.

3.0 COMPANY ANALYSIS

3.1 Business Model Canvas Analysis (BMC)

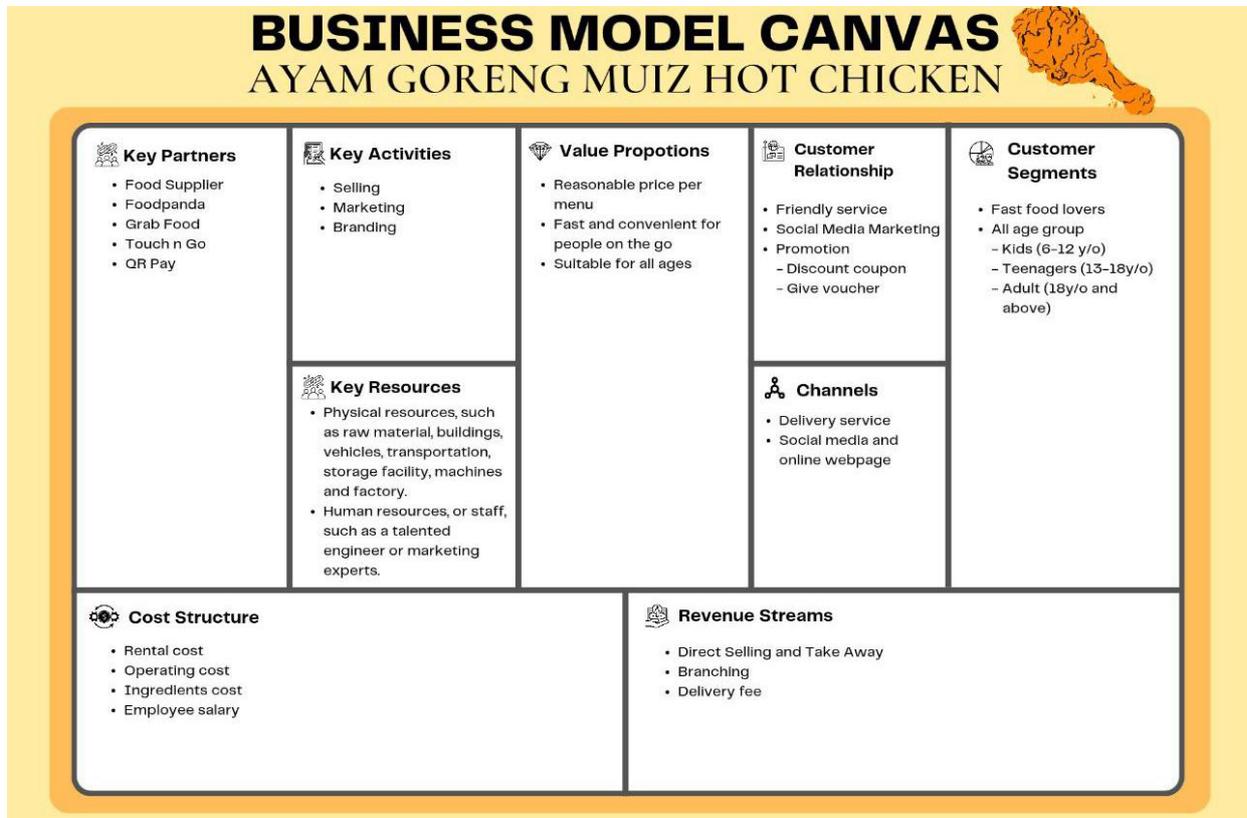


Table 2: Business Model Canvas of Muiz Hot Chicken

3.1.1 Customer Segments

Fast-food lovers and all age group

Customer segmentation refers to the group of consumers who share similar characteristics and needs. It is more about the expected target market to buy the product. Most of the customers of Muiz Hot Chicken are fast-food lovers. Customers at Muiz Hot Chicken are also primarily from all age groups who enjoy fast food that has a variety of set meals. This is because locating the kiosk almost around Malaysia has become a popular pastime among all generation. Moreover, Muaz Hot Chicken considers kids from age 6 to 12 years old, teenagers, and adults as their target market. The following type of customer is considered as locals because it is located surrounded by residential areas. Most of the Muiz Hot Chicken kiosks open at a time that is considered convenient for everyone, from 10.00 a.m. until 6.30 p.m.

3.1.2 Value Proportions

Reasonable price

With the best quality of fried chicken dishes and many varieties of menu provided, they will ensure that their prices are reasonable and affordable for everyone. Based on the menu, Muiz Hot Chicken offers a set meal as low as RM 9 for two pieces of fried chicken. This is because customers are likely to impulse buy a low-cost and high quality versus a high-priced product but low quality. Most customers only require as much time to consider purchasing a low-cost product as they do to justify purchasing a more expensive one. As a result, customers are more likely to buy from them immediately. Therefore, Muiz Hot Chicken offers low and very reasonable prices even though they provide high-quality fried chicken.

Fast and convenient

Muiz Hot Chicken selling concept is kiosk and food truck by operating at roadside. As we know, fried chicken is a type of food that is usually prepared and served quickly. This means that when a customer places an order, the food can be served quickly based on the menu that is offered. For instance, they do not fry one piece of chicken, but almost 2 to 3 chickens in one go. This makes it easy for people to grab a quick bite to eat while they are out running errands or traveling. This can save a lot of time, especially during peak hours when there are long lines.

Suitable for all ages

Muiz Hot Chicken offers homemade chicken with their secret recipe that makes it juicy and tender. It also specializes in serving crispy fried chicken dishes with a unique blend of spices and a variety of sauces. They offer a variety of set meals featuring their fried chicken dishes that are suitable for all ages. For instance, it appears that they have an original set which likely features their classic original flavor fried chicken that is suitable for kids aged 6 years old and above. For teenagers and adults, they can have the cheese set and Korean cheese set comes with cheese sauce, while the Korean spicy set features their chicken with a special Korean sauce. With a variety of menus to choose from, there's something for everyone.

3.1.3 Channels

Delivery services

Moreover, channels are an important part of the business model canvas which can help to communicate with the target audience. Due to the Pandemic Covid-19, Muiz Hot Chicken recognizes that delivery service is also important for the customers. It provides delivery services using the platform Foodpanda and Grab Food, both of which provide delivery to customers. Customers simply wait for their meals at home. This is because delivery services provide convenience. Customers can order their favorite fast food from their homes without having to leave. Delivery services allow them to enjoy their favorite meals without sacrificing their time. Therefore, delivery services for fast food are a necessity in today's fast-paced world.

Social media and online webpage

The second channel to attract customers to purchase Muiz Hot Chicken's product is using social media platforms and online webpages. Social media is the alternative way for personal sales. It also represents the low cost but us able to reach a wide customer base. They use Instagram and Facebook to promote the food by uploading photos, videos, and feedback teasers. They use marketing to promote the product so that the customers are aware of it. Additionally, Muiz Hot Chicken will keep these social media accounts updated on their premium menus and products, including the design, price, promotion, new launching activities, and other similar things. People will be more interested in purchasing the product if it continues to appear in their social media feeds.



Figure 4: Instagram and Facebook account of Muiz Hot Chicken

3.1.4 Customer Relationship

Friendly service

Muiz Hot Chicken offers friendly service to customers who visit their kiosk or food truck to stay in touch with them. Sometimes, customers may be confused when deciding which meal to select. Hence, Muiz Hot Chicken will always be ready to assist their customers by giving recommendations and explaining the selection of meals that is available. This will make customers happy and encourage them to return due to the excellent service.

Social Media Marketing

Muiz Hot Chicken's use their social media which are Facebook and Instagram as the ideal platform for customers to provide feedback on their services. Therefore, Muiz Hot Chicken can continue to improve in the future and build a successful business. The customers can also easily leave comments or ask questions on their page. This online platform will make it easier for customers to stay updated on their newest information.

Promotion

A strong relationship or building with the customers is important. Muiz Hot Chicken also provides promotion to their customers by giving discount coupons and vouchers. They offer a quantity discount to entice customers to purchase in large quantities. This can help them to move stock while attracting new customers and persuade inducive customers to buy. By purchasing their products, giving free vouchers is one of their marketing strategies to attract attention and find new customers. These promotions can increase sales and improve their brand royalty.

3.1.5 Revenue Streams

Muiz Hot Chicken earns its revenue primarily from sales of its product. They sell their product by direct selling and take away. It is easier to gain profits since it is one of direct selling to gain income. They also sell various selections of fried chicken and different sets of menus. Hence, people were willing to buy them because they offered higher quality and more up-to-date products, and the prices were reasonable and affordable for all customers. This Muiz Hot Chicken business also carried out in branching which they have almost 180 kiosk all over Malaysia. The price of the product or service constitutes the production costs and margin, the business can be able to generate more income from sales. In addition, Muiz Hot Chicken also provides delivery services to customers such as Grab Food and Foodpanda. Therefore, by providing delivery services they can generate their revenue through delivery fees for every order.

3.1.6 Key Resources

Muiz Hot Chicken activities have resources that could make profit for primary purpose. It has two main key resources which are physical resources and human resources. For physical resources, it consists of raw material, buildings, vehicles, transportation, storage facility, machines, and factory. Raw materials are used in the initial production or manufacture of goods. The availability of high-quality raw materials is a prerequisite for producing high-quality food products. Some raw materials from the main offerings, such as chicken, different sauces, and flour, will almost certainly necessitate high-quality ingredients. The raw material quality by ensuring the suppliers is carefully selected and approved the needs of Muiz Hot Chicken. They also want the customers to be happy and enjoy eating fried chicken by serving good food and high-quality ingredients.

Next, for human resources, the company has workers that are marketing experts which could help with advertising the product. The most important thing in every business is to have their own workers. This is because the workers will give their performance and work hard to ensure that the outcome of the product will be achieved and to have customer satisfaction. Therefore, the need to have employees is a major need because without employees who help in their various types of work, surely the outcome of achieving such a successful hold cannot be achieved. Every worker would have their differentiate scope of job which are for marketing, financial scope, operator, and others.

3.1.7 Key Activities

Key activities are crucial tasks that need to be completed to build and retain a competitive advantage. In terms of key activities, selling is the focus for Muiz Hot Chicken. To illustrate, Muiz Hot Chicken sells a variety of chicken due to the greater variety they have, the more alternatives they can provide to their customers and the more individual tastes they can accommodate. In fact, by expanding the product line, they may broaden their target demographic and increase their consumer base. Muiz Hot Chicken has good marketing since they mostly utilize Instagram and TikTok to advertise their business. As we all know, TikTok has the potential to alter people's impressions of others. It may also result in the spreading of numerous trends, TikTok provides enjoyment for individuals all around the world, whether it is through food blogs, dancing trends, or transition videos. For instance, Muiz Hot Chicken uses Instagram and TikTok to upload their short video of cooking, eating, and preparing the chicken. The society that watches the video also gets to know about the company, yet it is also help to increase their branding.

3.1.8 Key Partner

Key partners can be defined as relationships that a corporation has with other companies that aid in the operation of the business model, such as suppliers, manufacturers, or advisers. Muiz Hot Chicken's distribution network includes Grab Food, and Foodpanda since they do not have any restaurants yet. They only offer take-away food, and to make things easier, they also offer a delivery service to customers. In addition, Muiz Hot Chicken's most essential partners are Touch N Go. In short, customers can use the Touch n' Go eWallet mobile application to make payments for everything from parking, tolls, online shopping, and even our daily expenses, all from their phones. The customers did not have to carry a physical card while making mobile payments when out and about. It demonstrates that Muiz Hot Chicken provides their customers with the simplest and most convenient method of payment.

3.1.9 Cost Structure

The cost structure is the total cost and expenditures that we need to disburse while operating the business. One of the cost structures that Muiz Hot Chicken needs to pay is the rental cost of the kiosk or food truck site. Operating and managing the kiosk requires a permit to ensure that it can run smoothly and legally. It also includes all the equipment that they need such as the stove, cooking utensils, and refrigerator in the kiosk. Next, the operating cost includes maintenance expenses, cooking equipment, utilities, cutlery, and packaging items. To ensure that Muiz Hot Chicken could manage to serve all the customers, buying enough equipment and utilities is a must.

Furthermore, the ingredients cost is also essential for Muiz Hot Chicken to run their kiosk in every branch. Providing juicy and tender fried chicken to customers is their priority. Hence, they always choose ingredients based on their quality and make sure that no spoiled ingredients are served to our customers. Having good ingredients can enhance business profitability and customers satisfaction thus will lead to a good review and image of our company. Moreover, every business must need employees to help them. This will not only facilitate their business but will also benefit the employees. As for salary or commission, this cost is considered fixed as they do not fluctuate much each month and is easy to calculate. Muiz Hot Chicken has paid all workers at each outlet.

4.0 FINDINGS AND DISCUSSION

4.1 Findings

4.1.1 Fried chicken too greasy

While customers generally expect fast food, including fried chicken, to have some level of oiliness, there is a threshold beyond which it becomes excessive and unpalatable. In the case of Muiz Hot Fried Chicken stall, the problem seems to be particularly severe, as the packaging is fully covered with oil. Excessive greasiness can be off-putting for customers for several reasons. Firstly, it affects the overall taste and texture of the fried chicken. Instead of a crispy and flavorful exterior, customers may experience a heavy, overly oily coating that masks the true flavors of the chicken. This can detract from the enjoyment of the meal. Additionally, the excessive greasiness may lead customers to associate fried chicken with an unhealthy or low-quality product. This negative perception can have an impact on customer satisfaction and their willingness to return or recommend the product to others.

4.1.2 Undercooked fried chicken

Undercooked chicken poses a potential health risk as it may contain harmful bacteria, which can cause food poisoning when consumed. The fact that customers have complained about purchasing undercooked fried chicken from a well-known and popular establishment like Muiz Hot Fried Chicken is particularly disconcerting. Customers expect high-quality food and adherence to food safety standards from reputable establishments, especially those with a strong reputation. The reported incident involving two pieces of undercooked chicken out of a purchase of 12 pieces suggests a lapse in quality control or proper cooking techniques at the Muiz Hot Fried Chicken stalls. This issue can have detrimental effects on a business's reputation.

4.1.3 Polluted environment

Most Muiz Hot Fried Chicken stalls are located alongside roads. These stalls are particularly vulnerable to dust pollution emanating from passing vehicles and the surrounding air. The constant exposure to airborne pollutants not only affects the overall cleanliness of the food but also compromises its quality. Dust particles settling on the food can contaminate it, potentially leading to health risks for consumers. Additionally, if the stalls are situated near drains or large dustbins, there is an increased risk of attracting flies. Flies are known carriers of bacteria and other pathogens, and their presence near the food preparation area can lead to contamination and subsequent food poisoning. Maintaining cleanliness and hygiene in these areas becomes essential to prevent such risks.

4.2 Discussion

4.2.1 Drain excess oil

Draining excess oil is an important step in reducing the greasiness of fried chicken. After the chicken has been fried to perfection, it is crucial to remove as much excess oil as possible. There are four methods that can be used to effectively drain excess oil from fried chicken, thereby reducing greasiness. The first method involved utilizing a wire rack positioned over a baking sheet or tray, allowing the excess oil to drip off and facilitating improved airflow, resulting in a crisper texture. Alternatively, a plate lined with absorbent paper towels was utilized, enabling the absorption of excess oil. For larger batches, a slight tilting of the frying pan or deep fryer was implemented after removing the chicken, causing the excess oil to accumulate on one side, thereby facilitating easy removal using a spoon or ladle. Additionally, the fried chicken was gently patted with paper towels, effectively absorbing surface oil and further mitigating greasiness. These meticulous methods can be used to strike a balance between maintaining the chicken's juiciness and flavor while minimizing the undesirable greasy aftertaste.

Advantage: Produce a healthy and high-quality fried chicken while maintaining the chicken's juiciness and flavor.

Disadvantage: Increase the business expenses since need to purchase many paper towels and need to buy the high-quality wire rack.

4.2.2 Set the Standard Operating Procedure (SOP) for every branch in term of frying temperature, time and use pressure fryer

Standard Operating Procedures (SOPs) are written practices and procedures of how your established will produce safe and the quality of food. Perfectly fried chicken should be light and crisp on the outside with meat that's tender and juicy all the way through, and never greasy. Undercooked meat occurs when the cooking oil is too hot and the exterior of the fried chicken is done before the meat has a chance to cook all the way through. The average piece of chicken will need to be fried for 14 minutes. Each piece of chicken will be different though so make sure you cook each one to a minimum internal temperature of 165 degrees Fahrenheit. White meat will have its peak juiciness at 165 degrees F. Dark meat can be cooked to 170-175F for the best texture.

Advantage: It will increase the work efficiency. Work processes can become efficient because do not waste time and increase productivity.

Disadvantage: Costly as the company should implement training to the staff and they need to adjust to an operating system as the SOPs need to force people to change their methods.

4.2.3 Opening a fast-food restaurant

If the pollution and cleanliness challenges posed by operating roadside stalls are significant, opening a fast-food restaurant instead can indeed be a viable solution. Transitioning to a restaurant setup offers several advantages in addressing the specific issues related to the polluted environment. Firstly, by operating within an enclosed space, a fast-food restaurant can minimize the direct exposure to dust pollution and airborne contaminants from vehicles and the surrounding environment. This provides a more controlled and hygienic environment for food preparation and ensures a higher level of cleanliness compared to operating on the roadside. Additionally, a fast-food restaurant can have dedicated food preparation areas and kitchen facilities, ensuring separation between the cooking area and the dining area. This reduces the likelihood of contamination and cross-contamination during food preparation, improving food safety.

Advantages: It will ensure the food cleanliness and probability of earning huge profits.

Disadvantage: Higher operational costs associated with running a restaurant and operating and managing a restaurant is often need a major time and energy commitment.

5.0 RECOMMENDATION

Furaidochikin is the new fried chicken business that we decided to start which specializes in the reliably crunchy, juicy and crispy. Our unique concept combines a secret recipe, locally sourced ingredients, and a dedication to quality, resulting in irresistibly flavorful fried chicken. What sets us apart from other fried chicken establishments is our commitment to quality and flavor. Our menu encompasses a diverse range of offerings, including classic favorites like Furaidochikin Karaage—a delectable dish featuring bite-sized chicken pieces marinated in a soy and ginger sauce, coated in a crispy potato starch batter, and served with rice and shredded cabbage. Additionally, we provide a variety of unique side dishes such as loaded fries, coleslaw variations, gourmet mac and cheese, and other chicken options like Yangnyeom Chicken, Buffalo Chicken, Yan Su Ji, and Cantonese Crispy Chicken.

One of our key differentiators is our customizable orders technique, allowing customers to tailor their fried chicken experience. From choosing their preferred breading style, such as crispy or extra crispy, to selecting their desired spice level, such as mild, medium, or hot, and pairing it with a selection of dipping sauces, we provide a personalized dining experience that appeals to a wide range of tastes. Furaidochikin will operate as a full-fledged restaurant, offering an inviting and comfortable atmosphere for families, young professionals, and chicken enthusiasts to savor our mouthwatering creations.

To set up and grow the company, we have devised a comprehensive plan. We began by conducting thorough market research to assess the viability and potential of our business idea, which served as the foundation for our well-structured business plan. This plan outlines our strategies for operations, marketing, and growth, acting as a roadmap to steer the business toward success. We secured the necessary funding to support our initial expenses, carefully selected a prime location for our restaurant, and determined the most suitable business structure.

Moreover, we took great care in choosing the perfect business name that captures the essence of our brand. We completed the required registrations, including registering the business name and obtaining the necessary licenses and permits to ensure compliance with local regulations. Additionally, we established a dedicated business bank account to streamline financial transactions and manage expenses effectively. Moving forward, we have ambitious plans for growth and expansion. Our marketing strategy includes a combination of traditional and digital channels to build brand awareness, attract customers, and foster a

loyal customer base. We will actively engage with the community through partnerships, promotions, and participation in local events. Continual evaluation and improvement of our operations will ensure consistent quality and customer satisfaction.



Figure 5: Our new product, Furaidochikin Karaage



Figure 6: Logo of Furaidochikin

6.0 CONCLUSION

Overall, the Muiz Hot Chicken brand is growing in Malaysia's Food and Beverage (F&B) industry even though the owner faced various challenges and obstacles in defending their business in the market. During our case study, we learned about how the company runs their business and how they serve its services to beloved customers. Furthermore, to increase our knowledge and understanding of this company, we use the Business Model Canvas (BMC) to analyze Muiz Hot Chicken.

By using the business model canvas, we can identify the variety of fried chicken that available in Muiz Hot Chicken, its target market and any expenses involved. We also able to identify weaknesses and issues that exist in Muiz's fried chicken products. The issue of fried chicken being undercooked, exposed to air pollution and fried chicken being too greasy may cause buyers to refuse to repeat orders if it continues to happen. So, we decided to generate possible solutions and recommendations to help them increase their revenue.

Therefore, the business model canvas is important among future entrepreneurs because it helps them to visualize, analyze and design their business models. Hence, the results of this case study have provided a comprehensive understanding of the market landscape, consumer behavior, competition, innovation and risk management in business. This insight can help us as future entrepreneurs develop a new business adventure.

7.0 REFERENCES

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8.0 APPENDICES



Figure 7: The stall of Muiz Hot Chicken

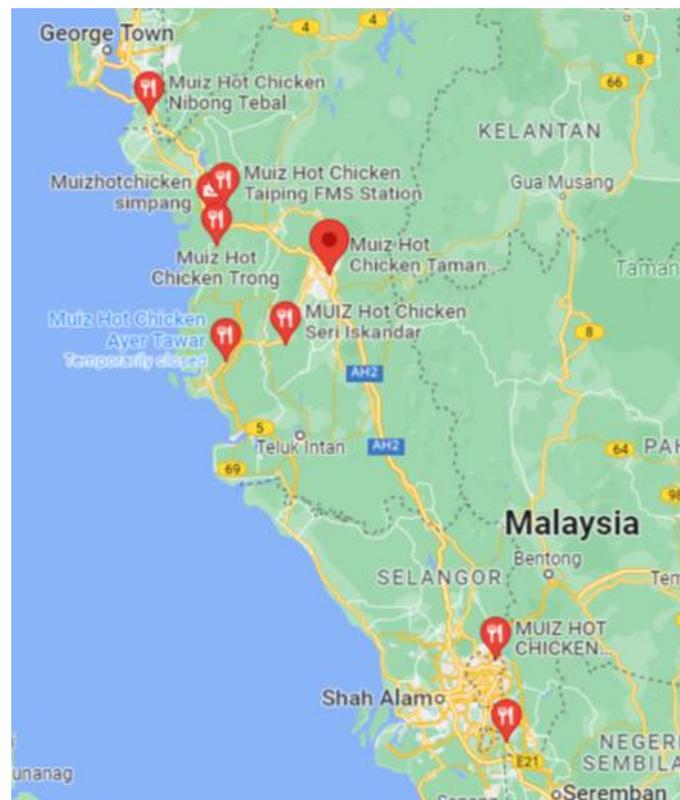


Figure 8: Location of Muiz Hot Chicken

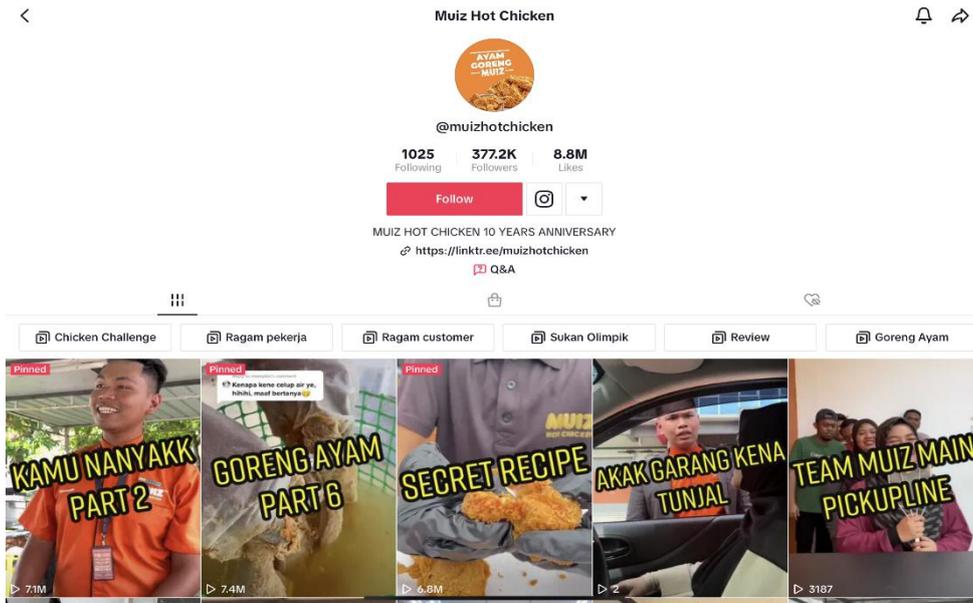


Figure 9: Official TikTok account of Muiz Hot Chicken



Figure 10: Official Facebook page of Muiz Hot Chicken

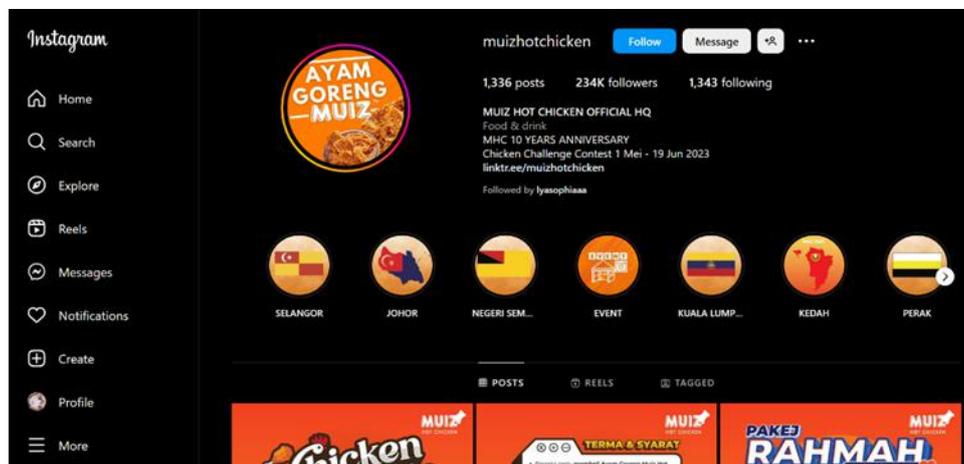


Figure 11: Official Instagram page of Muiz Hot Chicken