



اُنِيُوَسْتِيُوِي تِيَكُوَلُوِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCES
MANAGEMENT (BA243)**

ENT530

PRINCIPLES OF ENTREPRENEURS

CASE STUDY : COMPANY ANALYSIS

MONSTERZ SUSHI

PREPARED BY:

RBA243 4C & RBA243 3C

NAME	MATRICS NO
NURUL NADIA BINTI AZIZAN	2022920087
NUR ALIAH AIDA BINTI ZULLKAFLI	2022736323
NUR AINA SAFWANA BINTI SUHIBBUL FATA	2022745561
NUR AZAH BINTI MOHAMAD ZAKI	2022923295
NUR FATINI ADILAH BINTI ZAFRULLAH	2022780425
NUR ATIFAH FITRI BINTI ABDUL GHANI	2022907935

PREPARED FOR:

DR. SHAFIQ BIN SHAHRUDDIN

TABLE OF CONTENT

EXECUTIVE SUMMARY.....	2
1.0 INTRODUCTION.....	3
1.1 Background of the Study.....	3
1.2 Purpose of the Study.....	4
2.0 COMPANY INFORMATION.....	5
2.1 Background.....	5
2.2 Organizational Structure.....	6
2.3 Products/Services.....	7
2.4 Business, marketing, operational strategy.....	8
2.5 Financial achievements.....	9
3.0 COMPANY ANALYSIS.....	10
3.1 BMC Analysis.....	10
3.2 BMC EXPLANATION.....	11 - 13
4.0 FINDINGS AND DISCUSSION.....	14
4.1 Findings.....	14 - 15
4.2 Discussion.....	16 - 18
4.3 Recommendation.....	19 - 21
5.0 CONCLUSION.....	22
6.0 APPENDICES.....	23 - 24

EXECUTIVE SUMMARY

Monsterz Sushi Restaurant is a nascent enterprise that was founded in August 2019, located in Taman Danau Kota, Kuala Lumpur, Malaysia. The establishment offers a diverse selection of sushi options at a reasonable cost, catering to individuals with an appreciation for cuisine, visitors, labourers, and households. The enterprise utilises a staff of five individuals and conducts its operations during the hours of 10:00 AM and 10:00 PM. The slogan associated with it is "Experience pleasure with each morsel". Mr. Gihan is the proprietor of Monsterz Sushi, a business enterprise that conducts transactions via intermediaries situated in Selangor and Kuala Lumpur. The aforementioned enterprise is staffed by a total of 30 agents who operate under Mr. Gihan's supervision.

Monsterz Sushi offers a diverse selection of sushi options, including crab cheese, ebiko, chicken floss, chicken teriyaki, and tuna mayo. The acquisition of sushi by customers can be facilitated through various channels, including the utilisation of agents, online platforms, and delivery services. Additionally, they receive a substantial number of orders from clientele seeking to host parties and events.

Monsterz Sushi employs an intermediary to market and distribute their sushi products. Halal ingredients are utilised to ensure the sushi's quality meets acceptable standards and is suitable for consumption by all potential purchasers. The practise of maintaining cleanliness is also implemented to ensure the preservation of freshness. The pricing for sushi commences at RM1, rendering it economically accessible for all to sample. These entities are observable within the regions of Selangor and Kuala Lumpur.

Monsterz Sushi has successfully attained a significant financial achievement by augmenting their yearly revenue by 50%. This accomplishment has opened up avenues for expansion and has cemented their position as a prominent vendor of sushi in the region.

1.0 INTRODUCTION

1.1 Background of the Study

A number of businesses are attempting to achieve the status of enterprise with high levels of business by means of competition in a modern era. Consumer satisfaction is an important factor for the industry, as it acts as a benchmark to monitor customer involvement, identify unhappy customers, reduce turnover and generate revenues which are needed to achieve this objective. In addition, this aspect plays a fundamental role in the attraction of potential clients to an evolving business environment. The aim of this study is to carry out interviews with businesses and companies so as to estimate a minimum of two issues currently faced by the organisation. As a result, students are to assess the situation and propose ways of dealing with any potential problems that may arise. In addition, to enable their objectives to be achieved, different undertakings have separate strategic plans.

In order to ensure that the guarantee for a business plan is effective, it will be dependent on competences, past activities and management experience of those in charge. By contrast, in order to secure financial resources prior to the establishment of a firm's proven track record, business strategies are essential assets. Corporate governance mechanisms are considered to be the adequate means by which undertakings can achieve their objectives laid down by its board of directors. Although it is of particular benefit to new businesses, all organizations must have a strategy plan in place. In order to assess progress towards the targets over time, a regular assessment and revision of the plan is required. A new business plan can be drawn up by an existing corporation if it wishes to pursue a different path. The preparation of a strategy plan is an important element in business management as it allows the company to define clearly its objectives and priorities, while being able to focus on these principles that underlie its products. This approach is crucial in order to ensure that businesses from the start are on an appropriate path. The aim of this case study is to increase students' awareness of the operating practices of undertakings. Therefore, this particular case study serves as an excellent pedagogical resource for students who are acquiring skills in problem-solving.

1.2 Purpose of the Study

The aim of this study is to provide students with an understanding of how things work in the manufacturing world. This method could give students an opportunity to gain a better understanding of how business and industry operate in the real world. It will make students better able to cope with such situations when they graduate from university. It is also possible for students to learn how to work with and talk to people in the field of their choice. The objective of this study is to look at the business plan, assess its strengths, weaknesses, opportunities and risks, conduct a research on results, talk about problems and come up with some possible solutions. It is equally interesting to look back at company history, particularly in a sector such as food and beverages. The study can be carried out or completed due to the fact that in every plan, qualitative and quantitative surveys are used with a view to identifying business drivers and measuring financial success. Businesses and organisations can contribute to improving the country's economic situation through this approach. In addition, the courses on business management are being offered to other training institutions and government programmes. By using this approach students can learn how to become entrepreneurs and improve their understanding of what they already know.

2.0 COMPANY INFORMATION

2.1 Background

First of all, Monsterz Sushi Restaurant is a small business consisting of two business partners. This business was established in August 2019 at Taman Danau Kota, Kuala Lumpur, Malaysia. Monsterz Sushi is more about selling sushi to their agents to sell at their respective places. Most agents sell their sushi in strategic places using their cars. The activity of this business is selling various kinds of sushi at an affordable price. Our target market are the food lovers, tourists, workers and families that want to eat other than Malaysian cuisine. We offer more than 15 types of sushi such as salmon, tuna mayonnaise, crab mayonnaise and others. The price of every sushi is RM1 only. This business hired 5 workers including the managers, server, and kitchen helper. Monsterz Sushi is operating everyday from 10 am to 10 pm. Moreover, Monsterz Sushi also utilises online platforms such as Grabfood and Foodpanda to ease the customers to get our sushi from home. The tagline of this business is “Delight in every bite”.

VISION

Providing tasty food at affordable and reasonable prices that will contribute to someone's happiness and satisfaction and ease the customers to get our sushi from home.

MISSION

To give pleasure to the eating of other national cuisines while giving for charity, 5% from every purchase will be donated for those who are in need.

2.2 Organizational Structure

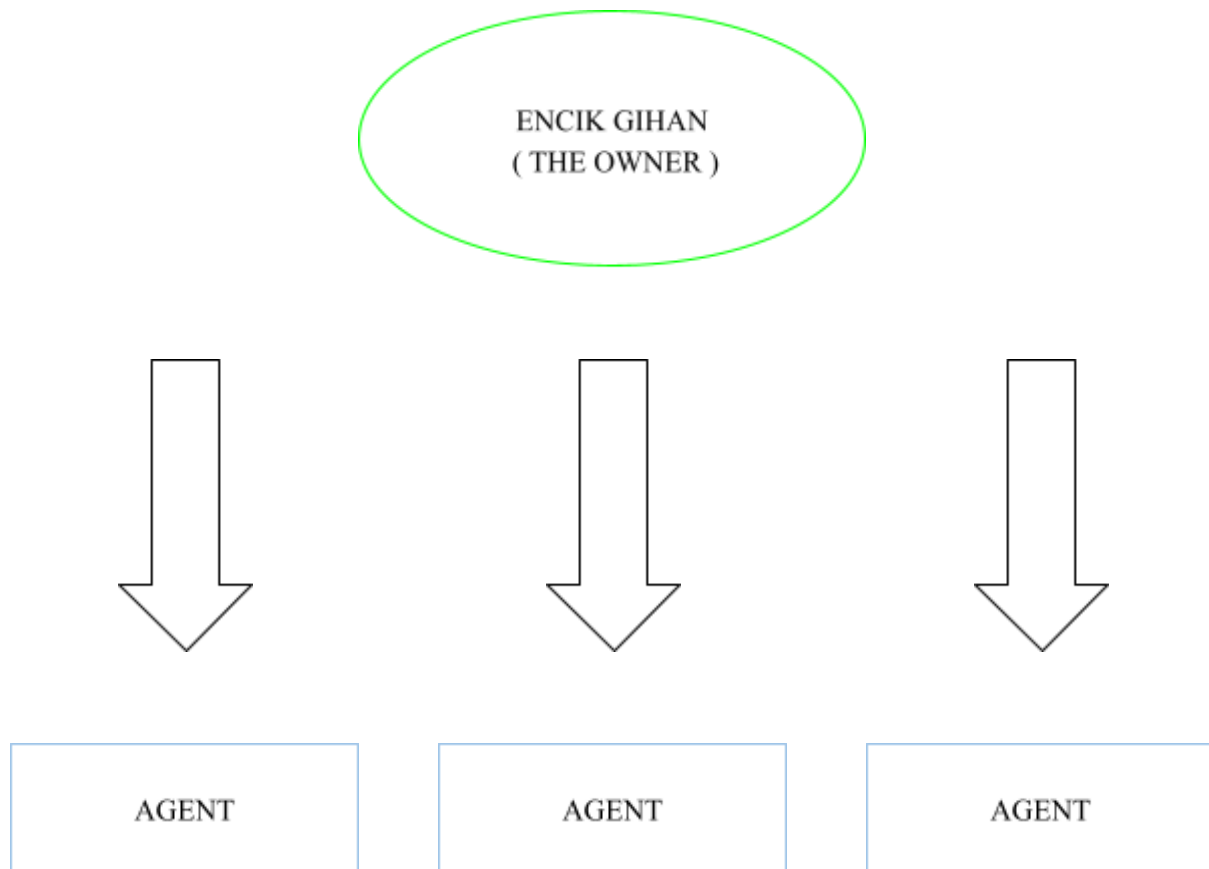


Figure 2.2 - Organizational structure of Monsterz Sushi

Encik Gihan is the owner of the Monsterz Sushi. He started his business as a homemade chef sushi. His business was supported by his wife as she always helps him to make the homemade sushi before they send it to all of their agents. The way he makes sales is through his agents around Selangor and Kuala Lumpur. By this time, he already has around 30 agents that working under him. Every morning, he will give the stock of his homemade sushi to his agents as all of these agents usually open the business and car booth in the evening.

2.3 Products/Services

Monsterz Sushi sells various kinds of sushi. For example, crab cheese, ebiko, chicken floss, chicken teriyaki, tuna mayo, and more. The most famous type of sushi among the customers is the chicken teriyaki and ebiko. The customer who wants to purchase their product can go walk in to their agent because Monsterz sushi is homemade sushi and they sell their sushi through their agents. Most of their agent will sell the sushi through their car booth and they will always put the banner of Monsterz Sushi beside their car to make sure customers to notice it. Other than that, customers also can buy the sushi through Monsterz Sushi online platform which is Instagram and Facebook. This business also provides delivery service but the customer has to make an order one day before the day of the delivery. It is because they want to give quality sushi to their customer as their sushi are all freshly made. In addition, Monsterz Sushi also receives many orders from their customer who wants to do party and event because their sushi is well made and the price is affordable. Monsterz Sushi agents usually start to open their car booth sale at 1 pm until 4.30 pm and it started from Monday until Saturday.



Figure 2.3 How they pack their sushi and how Monsterz Sushi agents make a sale

2.4 Business, marketing, operational strategy

Monsterz Sushi's sales method is by using an agent in order to sell the sushi. They will provide the sushi to a trusted agent of theirs and fully put on trust and hope to sell all the sushi so that waste does not occur. Monsterz Sushi can be seen on the road side and sometimes, there are agents that sell the sushi by using a car boot method to attract buyers or we can call it passer by. By using agent, Monsterz Sushi can focus on the quality of making the sushi as they did not take part in doing sales and they can make a hypothesis based on the sum of the sushi that their agent took daily, whether the opportunity to be more well known in the future or they need to fix on what lacking.

Furthermore, Monsterz Sushi is homemade sushi and they use halal ingredients to ensure the quality of the sushi is good and can be accepted by all buyers especially their muslim buyer. Besides, cleanliness also should be practised to ensure its freshness. For example, they always make sure their hands are clean and washed before preparing the sushi as well as using hand gloves. The raw ingredients should be kept in a suitable place and clean environment to protect its freshness in order to maintain its quality.

As we know, each sushi pricing starts from RM1. By that, we can assume that the sushi applied for quality sushi but at an affordable price so that everyone can afford to taste their sushi. Monsterz Sushi can be seen in the Selangor and Kuala Lumpur area by the roadside.

2.5 Financial achievements

Monsterz Sushi, a small Malaysian sushi, has reached a big financial milestone by growing its annual revenue by 50% in the last year, totaling RM 80,000. Monsterz Sushi observed an increase in consumer demand as a result of smart cost management and regular delivery of high-quality sushi. This financial success not only allowed them to reinvest the business but also created opportunities for expansion, such as more vendors that wanted to sell Monsterz Sushi at their place and enable them to invest in facility upgrades and recruit extra workers to cope with rising demand. Other than that, this financial success also secured Monsterz Sushi position as a go-to sell sushi in the area and positioned them for continued growth and success in the future.

3.0 COMPANY ANALYSIS

3.1 BMC Analysis



3.2 BMC EXPLANATION

1. CUSTOMER SEGMENTS

Monsterz Sushi targets college students and adolescents because today's youth enjoy eating viral foods, particularly sushi. In addition, some of them are tired of eating the same foods at the college cafeteria, so by purchasing from Monsterz Sushi, they can consume any type of sushi they desire. In addition, Monsterz Sushi targets working people because the majority of them lack the time to cook for themselves due to their hectic schedules. Therefore, purchasing from Monsterz Sushi will facilitate their task.

2. CUSTOMER RELATIONSHIP

Monsterz Sushi has introduced a customer loyalty programme that involves the distribution of stickers to patrons, which can be redeemed for complimentary sushi. This will have a significant impact on the purchasing behaviour of customers at Monsterz Sushi. A novel patron will receive an initial adhesive label and must accumulate a total of five adhesive labels to be eligible for a complimentary serving of sushi. This endeavour is expected to foster a loyal customer base for Monsterz Sushi. By expanding, Monsterz Sushi observed an increase in the number of regular customers. Monsterz Sushi values every patron and strives to ensure that their initial dining experience is memorable and encourages repeat visits. Monsterz Sushi endeavours to offer optimal customer service in order to ensure customer satisfaction.

3. CHANNELS

Monsterz Sushi employs a direct selling approach whereby customers physically visit the stall to purchase their sushi. Local residents and tourists in the vicinity have the option to make direct purchases at the stall. . In addition, the organisation employs digital distribution platforms such as Grabfood and Foodpanda. The option of ordering from home is highly convenient for customers who exhibit a tendency towards indolence and prefer not to venture outside. Through utilisation of the aforementioned service, the organisation has the potential to increase its financial gains. Monsterz Sushi also employs social media platforms, including Facebook and Instagram, to provide customers with regular updates and information.

4. VALUE PROPOSITIONS

The cuisine offered by Monsterz Sushi is prepared using fresh ingredients in a home-style cooking approach. Monsterz Sushi utilises fresh ingredients on a daily basis and refrains from retaining surplus food items. The distribution of food surplus will be allocated to both workers and local residents in order to mitigate wastage. Monsterz places significant emphasis on the utilisation of premium-grade raw materials, as the company is deeply committed to safeguarding the well-being of its customers and upholding its brand reputation. Despite utilising high-quality ingredients, Monsterz Sushi provides customers with affordable pricing, with prices as low as RM 1. The strategic location of the stall is attributed to its roadside positioning, which facilitates ease of access for customers.

5. KEY ACTIVITIES

At Monsterz Sushi, the foods are prepared using fresh ingredients. Typically, the preparatory phase of cooking involves the owner gathering and organising the necessary ingredients prior to commencing the cooking process. Subsequently, the proprietor will prepare the victuals at their place of residence and transport it to the kiosk for commercial purposes. The sushi was readily available for purchase, thereby obviating the need for customers to wait. Additionally, Monsterz Sushi employs the use of online ordering platforms such as Foodpanda and GrabFood. This service facilitates customers to place their food orders remotely from the comfort of their homes.

6. KEY RESOURCES

Each individual piece of sushi is crafted using fresh ingredients, and it is ensured that halal ingredients are utilised to accommodate the dietary restrictions of Muslim individuals. There may be uncertainty regarding the halal status of certain restaurants due to the ingredients they utilise. Monsterz Sushi can be confirmed as halal since it utilises halal ingredients and is owned by a Muslim proprietor. Moreover, Monsterz Sushi's top priority is to offer high-quality food and services to the customers. In addition, the strategic location of the stall serves as a focal point of interest for the local populace, thereby contributing to the success of the enterprise.

7. KEY PARTNER

The primary collaborators of Monsterz Sushi consist of local vendors who provide the necessary raw materials required for the production of sushi. As an illustration, akin to newly harvested produce, avian and bovine products are frequently procured in large quantities. In addition, Monsterz Sushi has established a collaborative relationship with their food container supplier, offering these containers at a wholesale rate for take-out purposes. In addition, Monsterz Sushi is among the key partners of our establishment, alongside financial intermediaries such as online banking and debit card systems, which enable customers to conveniently settle their bills following their dining experience at the restaurant. This payment method is utilised by the company for procuring products and services, as well as disbursing salaries to employees and covering overhead expenses.

8. REVENUE STREAMS

The primary source of revenue for the company is derived from the sales of their core products. The provision of delivery costs as a source of revenue is contingent upon the application of a pricing structure that takes into account both the area range price and the acreage associated with the delivery. Monsterz Sushi offers direct sales to customers, which contributes to the company's revenue and profitability. In addition, Monsterz Sushi serves as a sushi supplier by distributing sushi to other vendors. This has the potential to enhance the revenue of Monsterz Sushi.

9. COST STRUCTURE

The expenditure incurred by Monsterz Sushi pertains to the procurement of materials and ingredients. The generated revenue will be utilised as capital for the procurement of essential raw materials and ingredients. Monsterz Sushi incurs labour costs in the form of employee salaries. Monsterz Sushi incurs expenses related to marketing, such as the production of posters, banners, and other promotional materials.

4.0 FINDINGS AND DISCUSSION

4.1 Findings

1. The taste does not reach customer expectations.

Since the deliciousness of the product is one of the draws that keeps customers coming back, however, they would much rather shop at a well-known restaurant. As far as any of us are aware, this store is just located on the side of the road, in contrast to other well-known sushi restaurants. Monsterz Sushi, on the other hand, employs just a Malay chef, and all their sushi is produced from home. As a result, the flavour won't be the same as it is at popular restaurants, who employ experienced and professional sushi chefs from Japan.

Most clients who come here believe that the sushi they serve has a flavour that is on level with that of well-known restaurants. It is widely recognized that Monsterz Sushi only offers sushi for one ringgit (RM1) per, and the quality of the food must be equivalent with the price at which it is offered. It would make sense for there to be a difference in flavor between the sushi that is sold and the sushi that is served at Sushi King, Empire Sushi, or any other sushi restaurant.

2. Sushi not freshly made

The sushi that they provide is not freshly made. They essentially produce it on their own at home, and then pass it over to their agent so that he or she may market it. The sushi that they provide will be served cold and will not be nearly as fresh as the sushi that you could receive from a restaurant. There are some clients who do not like cold meals, while others have a strong preference for freshly produced sushi.

3. Sushi is exposed to vehicle exhaust, cigarette smoke and other pollutants.

Due to the reality that Monsterz Sushi can only be purchased from vendors on the side of the road or from vehicle trunks, the food is very exposed by pollutants such as cigarette smoke, exhaust from cars, and other polluting gases. In contrast to other sushi restaurants, which care about the quality of their food and take precautions to guarantee that their food is not tainted by any kind of pollution, Monsterz Sushi does not take these precautions. Because of this

contamination, the quality of the sushi cannot be guaranteed, and it is quite probable that the flavour will also be affected.

4. Do not have their own delivery rider

They do not have their own riders who can bring customers what they need since they do not have a delivery service. They also utilise other rider services such as FoodPanda and GrabFood. Because of this, they are forced to endure large expenses and as a result, the price of the sushi that they sell will go up since they are required to pay the riders. Customers are becoming less interested in shopping online as a consequence of this development due to the higher prices as well as the higher delivery fees.

4.2 Discussion

1. Customer surveys

Send your customers a quick survey to learn about their expectations. Ask them what they need that they don't currently have, what they expect from you over the next few years, and so on. The insights will be super valuable and provide ideas for new tactics and changes you can implement to better adapt to expectations. For example, create sushi in the taste of Malaysians. We know that sushi is made in Japan, but all the meals are based on fresh ingredients and aren't cooked on fire. The Japanese dipping sauce, wasabi, also determines the level of spiciness. Half of Malaysians can't accept wasabi's taste and still choose to eat it with chilies. In order to do this, you must make Malaysia's taste in sushi such as rendang salmon or nasi lemak sushi.

The advantages of a customer survey is practical. Instead of determining customer intent or potential satisfaction from multiple tools, surveys can ask customers directly about their experience and needs. This results in "real" feedback with valuable insights.

Wherever there are advantages, there are also disadvantages. This also applies to customer surveys which are fake answers. Due to the non-personalized participation of an online survey, the interviewer is not standing next to the person. It can happen that the answers are not honest. But if you consider this in advance and check participation times and response behaviour within the results, you can quickly identify fake participants.

2. Freshly prepared

"Sushi" is defined as ready-to-eat cooked rice that has been acidified with a vinegar solution and formed with a variety of ingredients including raw or cooked seafood, fresh chopped vegetables, cooked egg, etc.

Ready-to-eat sushi is considered a potentially hazardous food and must therefore be handled with care to prevent foodborne illness. The health risks associated with sushi arise from the raw seafood products used in preparation and the acidified sushi rice. Raw seafood may contain the infective form of parasites such as Anisakinae and Diphyllbothrium. Sushi rice is traditionally held at room temperature which may support the growth of pathogenic

bacteria if not uniformly and adequately acidified. Food operators must ensure that sushi is kept at 5°C (41°F) or below during transport, storage, and display.

After what we've heard about it, this sushi is made directly for the customer to assure freshness of the food that gets into his hands. This sushi also cannot be fermented for more than 8 hours without a chiller because everything is made from raw food. So we have to keep the sushi ready in a cool place, so that it doesn't rot or get too stale for this kind of business.

The advantage of freshly prepared food is to maintain the quality of the food, as well as being able to serve fresh food to customers. Eating fresh food is a great way to get the most out of your nutrition. Fresher ingredients provide higher levels of vitamins, minerals, and other essential nutrients than those that have been processed or packaged. Fresh fruits and vegetables are full of antioxidants and fiber, while fish and lean meats are rich sources of omega-3 fatty acids and protein. Eating fresh food is also associated with more energy due to its higher vitamin content. Furthermore, because there is less time between harvesting and consumption of fresh food, flavor profiles tend to be wealthier than their packaged counterparts. Ultimately, by opting for fresh ingredients, you can ensure you get the best nutrients available to fuel your body.

The preparation of food which is always clean has been a disadvantage for freshly prepared foods. Some traders are taking for granted the proper and careful preparation of foods, because food is clean only when it comes from washed ingredients. The hygiene of food shall be ensured when traders place particular emphasis on cleanliness in the preparation of foodstuffs. In order to prevent flies from entering food preparation areas, for example, gloves should be worn and the area cleaned regularly.

3. Display sushi in a sealed container.

In addition, the way in which foodstuffs are displayed to avoid contamination with vehicle smoke and cigarette smoke is also of paramount importance as regards street vendors. For up to 4 hours, the sushi should be stored in a closed container at a temperature not exceeding 25 C. When it is on display, sushi must not be exposed to direct sunlight. So, at the end of a business day, it is necessary to discard sushi.

The advantage of displaying sushi in a closed container is to avoid exposure to polluted air, which can contaminate the product being sold. Additionally, it may prevent flies from landing on displayed food. The downside of the display of sushi in sealed containers is that customers do not get a clear view of what they are selling. Moreover, when a customer chooses sushi, it's a little tedious for the trader to open and close the lid of the container.

4. Own delivery services.

It's important that we deliver services because they help make it easier for the public to order food from us. Therefore, when customers have found the food they want at our shop through a simple online order, that concept of delivery could be even more attractive to them.

The advantages of food delivery services are that it expands your customer base, increases your revenue, gives your customers a variety of options and it also offers unparalleled convenience. The downside of a delivery service is that customers are usually charged a fee when ordering through an online delivery service, in addition to the cost of the food. Some think it is better to buy through the walk-in concept than using the delivery service.

4.3 Recommendation



Bunga Sushi Logo



Nasi Lemak Sushi



Satay Sushi



Rendang Sushi

After doing some research and looking into Monsterz Sushi, we have come to the conclusion that we want to launch a new company that highlights the one-of-a-kind qualities of Malaysia. We are aware that Japan was the place that originated sushi, and we want to alter the traditional flavour of sushi while simultaneously introducing the flavour and character that are exclusive to our nation. Bunga Sushi is the brand name that we have in mind for our next establishment. The creation of the name "Bunga" itself came from us six girls who together made this sushi business a success. In addition, the word flower also symbolizes our national flower which is the hibiscus flower.

In our store, we provide something unique compared to other restaurants. Our sushi is being made and prepared by skilled Malay chefs who are professionals. The majority of restaurants employ people from abroad who prepare food that tastes like their native nations. The difference between our sushi and other sushi is where we will make a difference in terms of taste that is acceptable and appealing to our customers. One of them is that we will bring the concept of nasi lemak, rendang and satay, which are traditional Malaysian food, and turn it into sushi. With this, we will give customers the taste and atmosphere of Malaysia. Although the exterior of the sushi is the same as in Japan, at Bunga Sushi, the food we serve is according to Malaysian tastes. With this, any consumer, regardless of age, can taste the distinction between our sushi and other varieties of sushi. Because it is made by a trained chef, our sushi will appear high class, but we still keep our prices low so that everyone in Malaysia may purchase it.

Next, Bunga Sushi will maintain the quality of food by renting a shop. We're leasing a shop at the mall, or in some of the buildings around here. This way, we'll be able to protect our food quality by preventing all sorts of air pollution like smoke from cars or cigarettes and so on. As a result, the quality of our foods will not be adversely affected and they will continue to be ensured and maintained. In addition, the quality of our goods is enhanced by well managed and monitored procedures. Every member of our staff always wears gloves and is changing them often so that we don't have to worry about keeping the food fresh. You must insist on wearing an apron, head coat, face mask and closed shoes. In this way, customers will be satisfied with our care and diligence in keeping the food clean as well as surrounding areas free from contamination.

Last but not least, our company will hire our own riders. We will provide our own riders and customers no longer need to use the GrabFood and FoodPanda applications. As we know, this application will increase the price of food in each restaurant and make it as a commission to the company. Moreover, the customers do not have to be afraid of an unforeseen price increase when there is our own rider. In addition, unlike previous applications that only serve food near them, we're going to be able to deliver a meal which exceeds the radius of our restaurant. With this, customers will enjoy buying food from our store regardless of how far or near the home is from our store area.

5.0 CONCLUSION

To summarise, this case study is incredibly helpful to us as a student in terms of broadening our understanding of entrepreneurship. This is due to the fact that entrepreneurship education provides students with the information and skills required to create the revenue, business concepts and build their enterprises. As a consequence, the course really helps students to learn more about company management, such as how to generate income, marketing strategies, and communication skills. According to our research, Monsterz Sushi owners must plan ahead of time for unforeseen claims and maybe if there will be a new virus will enter the country unexpectedly just like COVID 19 had done. It is because if this thing happens in the future, it will have minimal influence on the economy, which may affect Malaysian enterprises especially small businesses like Monsterz Sushi. Therefore, even in severe situations, Monsterz Sushi may be kept running with backup and extra planning to maintain their business.

6.0 APPENDICES



