

FEASIBILITY OF SETTING UP A KEBAB STAND

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## SUMMARY

In our study, we intend to show that it is feasible to set up a Kebab stand in ITM Shah Alam campus. At the same time we also want to show the setting up of a Kebab stand here would receive an encouraging response from the student and non-student.

From our analysis, we found out that students and non-students prefer to have the 2 types of Kebab. Then, from the financial statement that we worked out, it is seen that the Kebab business would generate a good profit.

Based on our analysis, we had made recommendations in the hope that it would help in the success and also improvement in the Kebab business.

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1. INTRODUCTION

1.1 PROBLEM STATEMENT

Kebab is a very new name in the fast food business in Malaysia and the tendency for consumers or customers to be ignorant about this is not a surprise.

Thus, the problems anticipated are as follows:

1.1.1 Lack of information about Kebab could be a hindrance to the introduction of setting a Kebab stand in ITM Shah Alam.

1.1.2 Competition from other types of fast food like ham burgers, hot dogs and etc.

1.2 OBJECTIVES

The main objective of our research is to study the feasibility of setting up a Kebab stand in ITM Shah Alam as an alternative to the present type of food being served. This is with regard to the food being served in ITM cafeteria.

Other objectives include:

1.2.1 To determine the target market for Kebab.

1.2.2 To determine two pricing levels acceptable to both students and non-students.#

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# Non-students include the lecturers, administrative staff and other ITM employees.