

CG-AM-D



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CASE STUDY

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TABLE OF CONTENT

| NO | CONTENTS | PAGES |
|-----|-------------------------------|-------|
| 1.0 | EXECUTIVE SUMMARY | 2 |
| 2.0 | INTRODUCTION | 3-4 |
| 3.0 | COMPANY INFORMATION | 5-11 |
| 4.0 | COMPANY ANALYSIS | 12 |
| 5.0 | BUSINESS PROBLEM AND SOLUTION | 13-14 |
| 6.0 | REFERENCES | 15 |
| 7.0 | APPENDICES | 16 |

1.0 EXECUTIVE SUMMARY

The case study is important to evaluate the company's background, organizational chart, operational and marketing strategy, profit and budget, product, future plan, company's analysis as well as the company's problems, and alternatives that the management has provided. The way to use to study analysis is by face-to-face interviews or through phone calling to get more information from the company. In addition, we also can conduct a questionnaire from people who already purchased and tasted the product.

Based on the company that we has been interviews is Burger 'O' Myy. This business started on 4, 2017 Mr Razif bin Muhd Yunus, the owner of the company and has 3 branches which are at Taman Samarindah Kota Samarahan, Desa Ilmu Kota Samarahan and Metrocity Matang. Burger 'O' Myy was very famous among students UiTM Kota Samarahan and for those who love to eat western foods.

Every business has faced a lot of problem from various aspects, such as finance. Burger 'O' Myy has their own problem where they do not have enough parking at the first branch due that company is at residential area but it is not an excuses for them to stop their business. The owner opens another branch which have a lot of parking so that people can come and enjoy the meals without having problem to find a parking.

Burger 'O' Myy was inspiration business because the owner very commitment with his works and striving to succeed despite having problems. From the age of 15 years old, he is already running a small burger business until he has his own company.

2.0 INTRODUCTION

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs need quotation to verify. Entrepreneurship has been described as the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit .While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of start-up businesses have to close due to lack of funding, bad business decisions, an economic crisis, lack of market demand a combination of all of these.

In this usage, an Entrepreneur is an entity which has the ability to find and act upon opportunities to translate inventions or technology into new products. The entrepreneur is able to recognize the commercial potential of the invention and organize the capital, talent, and other resources that turn an invention into a commercially viable innovation. In this sense, the term Entrepreneurship also captures innovative activities on the part of established firms, in addition to similar activities on the part of new businesses.

Entrepreneurship is the act of being an entrepreneur or the owner or manager of a business enterprise who by risk and initiative, attempts to make profits. Entrepreneurs act as managers and oversee the launch and growth of an enterprise. Entrepreneurship is the process by which either an individual or a team identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation.

Its create something new, something different they change or transmute values. Regardless of the firm size, big or small, they can partake in entrepreneurship opportunities. The opportunity to become an entrepreneur requires four criteria. First, there must be opportunities or situations to recombine resources to generate profit. Second, entrepreneurship requires differences between people, such as preferential access to certain individuals or the ability to recognize information about opportunities. Third, taking on risk is a necessity. Fourth, the entrepreneurial process requires the organization of people and resources.

The benefits of introducing the entrepreneurship education to the students is it will help them to use the unique skill and think out of box. For being a good and success entrepreneur, then they should know how to manage the company's problem such as problems with employees. Every company will dealings with the customer problems which are lack of skills to serve the customers and lack of knowledge and communication skill. So, as a company's manager, we should train our customer with efficiently. Furthermore, company also face the financing problem which are having problem to find capital for open up the business.

The company that we choose is Burger 'O' Myy which is located in Taman Samarindah. The business problem that company was faced are lack of seating area which are the facility that they served were insufficient. Most of the facilities are not meet the customers' wants and needs. The other problem that this company faced were lack of parking lot, there are only a few cars can park there.

3.0 COMPANY INFORMATION

BACKGROUND

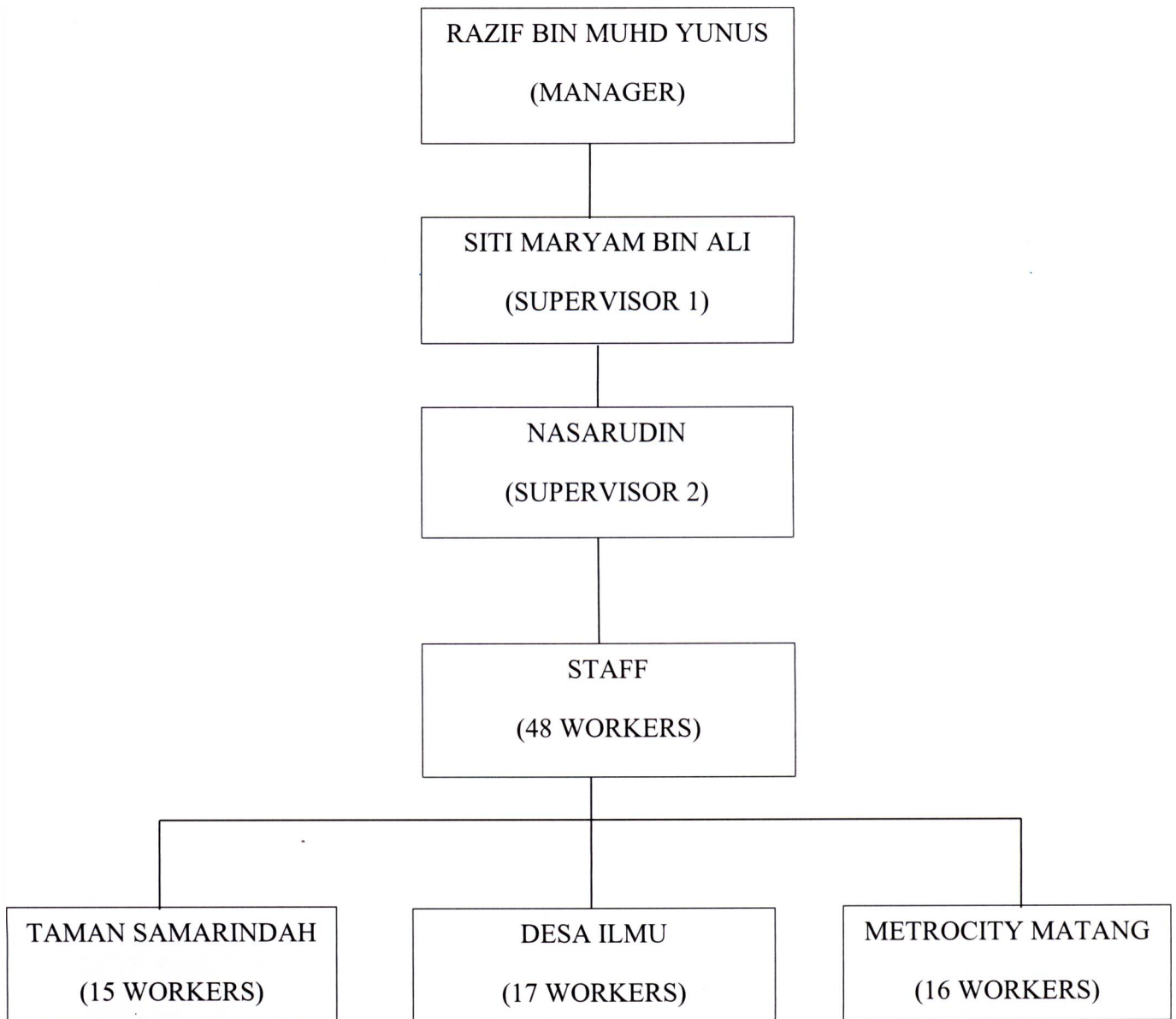


BURGER 'O' MYY is a company that comes from ideas and interests by owners in burger business at adolescent age and desire to increase the business to achieve success in the field. BURGER O' MYY stands for 'Burger Orang Miri' which means that MYY was taken from code of Miri Airport because he came from Miri. The owner name's is Razif bin Mohd Yunus , 34 years old and his wife is Siti Mariam, who is lecturer of Medical in University Sarawak Malaysia (UNIMAS). Mr Razif had his own stall when he was in his form 3 until he worked but at that time he only ran a small burger business named Ajib's Burger. Before he established the company, he used to work in Immigration Department and retiring on 2013. After he moved to Kuching in 2013, he got married and had a burger stall at Kampung Gersik. He opened a stall in front of the Riverside Hotel near the bus stop in 2014. After the business improved, he faced many difficulties later and moved his stall at UNIMAS for two years.

In 4, 2017, he bought a house at Taman Samarindah and started his own company which is BURGER 'O' MYY until now with his own money. Mr Razif started his business in front of his house with four tables only and his first sale not so satisfying. After 3 months, his business went viral and sales start to increase. Now his current income is RM50K+ per month, he got a lot of customer and he also started to upgrade his stall beside his house to make it better and more comfortable for his customers. The upgrading cost for the whole big stall is RM60k+. Mr. Razif also said that his patties and bun are homemade. Now, BURGER Ó' MYY has three branches in Sarawak, which are in Desa Ilmu and Metrocity Matang.

including his main company in Taman Samarindah and may add more branches in future. Branches in Desa Ilmu and Metrocity Matang were opened several months ago. All employees in the three branches have 48 people and 15 workers in main company of BURGER 'O' MYY and for the worker's salaries, it will increased depends on the worker's experience and performance.

3.1 ORGANISATIONAL CHART



This is BURGER ‘O’ MYY company’s organisational chart, which is Mr Razif bin Muhd Yunus as their manager . There are 2 manager in this company which are Mrs Siti Maryam, his wife and Mr Nasarudin. There are staffs or workers under Mr Nasarudin which are included their 2 branches in Desa Ilmu and Metrocity Matang. Operating hours for BURGER ‘O’ MYY is from 3:00 pm until 11:00 pm. Their financial achievement for the company per month is RM50K+.

3.2 BUSINESS PRODUCT

BURGER O' MYY products is more to homemade. Start from the patties to the sauces. Their burger is different from any burger that we used to eat. Their patty is made from chicken meat, goat meat, and beef meat. Their burger is guaranteed different from other burger because of their burger's size. The size of the burgers are big and will satisfy the customers. The drinks that BURGER 'O' MYY provides are different from others restaurant. The customers can choose whether they want to order a small size or large size of glass. From this kind of strategy, they attract a lots of customers interest who is shocked by seeing their glass that has different sizes. Aside from burgers, BURGER 'O' MYY also provides other dishes such as fried noodles, fried rice and other western menu so that it can match with elder people taste bud, whose cannot eat burgers.

There are also desserts in the menu such as ice cream and coconut shakes which mostly prefer by children. This is also one of their attractions. The prices are also reasonable and affordable for citizens especially students. For example, a price for small size of drinks that they offer is starter from RM2.50 only. Their burgers only starter from RM9.90 for the a la carte and the combo set only cost less than RM20.00 for the starter prices. The services that they provided will give satisfactions to the customers as the staffs are very friendly and customers do not have to wait longer for their orders. BURGER 'O' MYY will added new menu once in a three months so that their customers will have many choices.



3.3 OPERATIONAL STRATEGIES

Operational strategies refer to ways how the companies want to achieve their goals and the objective of the company. In addition, it focuses on how to produce and deliver value to customers. Operational strategies link operation with customer's needs. The company that we have interviews, Burger 'O' Myy will start the business on 3pm until 11pm since they served a western food. Moreover in every 3 months the company will add on new menu so that the customer will never get bored with the same menu. Other than that, the owner have future plan where he want to open this business into a international. This is shown that this company trying the best to make their operational strategies achieve what they want.

Business marketing is process of interesting potential customers and client in product or services. Marketing involves researching, promoting, selling and distributing the product or services. Based on what we have interview, Burger 'O' Myy have very strategic planning for their business marketing. This company have a Facebook named "Burger Org Myy" and Instagram named "burgeromyy". This platform where the customers can give a feedback and the company can post everything which means the menu and so on. They also have blog name "GetTeaSpon.com". Besides that, the next way is they have used one radio presenter, Afiq Wazai or famous with the name "MakCik Bawang" to promote their store by videos. Right now the video are viral and its make many people know existence of Burger 'O' Myy.

3.4 FUTURE PLAN

BURGER 'O' MYY plans to open a factory to do processing which will be given a name as " Central Chicken ". The owner said that the Central Chicken will be open probably in two months which is after Hari Raya in this year. The main reasons to open the Central Chicken is to do a processing of chicken meats, beef meats and lamb meats such as cutting the meats and to guarantee the quality of meats. This central chicken will also be a place for the staff to do the mixture of sauce for their foods.

After all the process is done, the central chicken staff will deliver the meats and sauces to each of the BURGER 'O' MYY restaurants which is currently at Samarindah, Desa Ilmu and Metrojaya Matang. The staff will deliver the products according to the quantity that requires by each branch. This is because every supervisor from BURGER 'O' MYY will contact the staff at the central chicken every day on the quantity of meats and sauces that they need for the following day.

The owner's idea to open the central chicken is to make all the process easier and convenience for the staff to do their tasks. Besides, it can save time as everything is ready in the kitchen before the business open at 3pm and their customers do not have to wait longer.

BURGER 'O' MYY also have a plans to open the restaurants at Penisular Malaysia and overseas. This is because BURGER 'O' MYY believe that they will gain many customers by opening their restaurant at Penisular Malaysia especially overseas as there are many citizens and students. Focusing on overseas, BURGER 'O' MYY will be attraction as there are many traveller from Malaysia. BURGER 'O' MYY want to take this opportunity to open their business because travellers from Malaysia, for example, the Muslim will search for halal restaurants at overseas which is hard to find.

Moreover, students from our country who studied at the overseas mostly prefer to eat at halal restaurants and prefer to eat local foods. Instead of western food, BURGER 'O' MYY also serve local foods such as mee goreng and nasi goreng. BURGER 'O' MYY will take this great opportunity to open their business to overseas and Penisular Malaysia if they have enough modal so that they can be known outside of Sarawak.

3.5 FINANCIAL STATEMENT

Intuitively, this is usually the first thing that we think about with a business, we often ask questions like, “how much revenue or budget does it have, is it profitable, and what their target profit for a day, week and month?”. As we know, this Burger ‘O’ Myy company has their own company’s budget which is handled by the owner itself, Razif Bin Mohd Yunus. In this subject matter, we have the division of financial statement which are:

1. Budget

The owner of Burger ‘O’ Myy, Mr Razif bin Mohd Yunus, use his own pocket money as a business capital and he never getting any loan to start the business. With the pocket money, he started to open up the small stall burger which is known as ‘Ajib Burger’. He sells the burger with the price start from RM1-RM5, so the people can afford it and at the same time, he collects the money to open up the company itself which are now his first business located at Taman Samarindah. This company open their first restaurant with budget RM60K on July 2017 in front of his own house and using the annually profit to open up the other branches which are located at Desa Ilmu, Samarahan and Metrocity, Matang.

2. Profit

Before this company having their own big business like this day, they only gain a small profit from selling the burger at their small stall, so they collect the profit from month to month and successfully open up their first big restaurant at Taman Samarindah. Actually, this company usually gain the higher profit beyond their target. The highest profit that they have ever gain in a month is RM40k. Before the Facebook and Instagram popular, they have a problem with marketing their products business, so that’s why they cannot gain much profit better than today. Within the ability of advertising media, they can advertise their products more easily to attract the customers. They open another branches to increase their profits to achieve their future plans which are to open the branch at overseas.

4.0 COMPANY ANALYSIS

| STRENGTHS | WEAKNESSES |
|--|---|
| <ul style="list-style-type: none"> - More affordable - High quality product - Easy to carry when takeaway - Fast service and treats customers Nicely | <ul style="list-style-type: none"> - The foods beyond expectation - Facilities does not satisfied the Customers - Cannot split bills - Lack of seating area |
| OPPORTUNITY | THREATS |
| <ul style="list-style-type: none"> - Provide a bell on each table - Provide several menu's books on each table - Improve the facilities to make the customer more comfortable | <ul style="list-style-type: none"> - Differences quality and price of raw materials food among competitors - Economic problems |

5.0 BUSINESS PROBLEM AND SOLUTION

The first problem in our company of Burger 'O' Myy is the parking's space. This is because our company has no suitable parking for the customers who want to visits at Burger 'O' Myy. This situation has lead the customers who want to visit the company must leave their car far from their location that they want to visit. These problems happen due to the no parking space in the area of our company. For example, customers who bring their family which is categorized as old person will have a problem to walks far from their car to goes to the Burger 'O' Myy. Maybe the customer is not even care to walks far but it can consume more time for they to reach their destination. If these problem is not been overcome immediately, it will affected the others people who want to parked their car will be block by other cars.

The problem for the parking's space in the area of Burger 'O' Myy can be overcome by providing more number of parking in the area of this company such as special parking for Orang Kelainan Upaya (OKU) and the normal parking for the normal people. Regarding to this rules of car parked, people can be more tolerate with each other such as they will not parked their car everywhere which can block the others car. Burger 'O' Myy companies must ensure that the parking space for one car is suitable for one size of the car only. For example, if the parking space for one car is too small, it will be difficult for the driver to parking their car properly. Therefore, the parking space for one car must be measure with the right measurement.

The second problem that can affect our company is unpredictable season. This kind of weather's problem can caused loss for the company. This problem is not only affected the company but also the service delivery of our company. For example, there are a lot of customers who were prefers to make an order by using the service delivery during the night time. Nowadays the season cannot be predicted because it can have a rainy day during the night time. This situation can lead to the problem of slow in service delivery and they cannot be on the time. The reason why service delivery too slow during the rainy day is because the driver of services delivery has faced problem such as slippery roads, limited vision distance and roads jam during the rainy day. If this kind of problem cannot be overcome immediately, it will affect the whole organization of Burger 'O' Myy's company. To solve the problem of

delivery service is not easy because it required corporation from the various party including the staff and the workers in the company.

The problem of unpredictable season can be overcome with providing several of the number of cars for the service delivery in the company. To provide the several cars for exchanging of the motorcycle service delivery is not that easy. This is because there will be a lot amount of money should be used to provide this vehicles. Therefore, one of the best ideas to get the income for buying the new vehicle for the company is by telling each worker to save RM100 every month from their salary. By using these methods, the money can be saving in the current financial account of the company every month until end of the years. Therefore, not only the workers should play the roles to gain the income, but the manager of the company must ensure that the financial of the company can be used with the right purpose. This idea can lead the company to manage their financial saving without wasted the company's money to invest for useless items.

Lastly, the major problem of this company is the problem of workers discipline. This problem should be prevented early before it getting worst nowadays. For example, there are several of workers in the Burger 'O' Myy companies that are not able to attend their job. This situation can lead to dissatisfaction by their managers whom always hope that their workers can helped in managing the company properly. For example, the problem of workers such as slowly send the dishes and food was spilled on the floor can lead to dissatisfaction of managers.

The worker's discipline problem can be overcome by giving advice to the workers properly and ask either they have any problem since worked at the company. Therefore, if the workers have problem, the manager can help them to solve their problems by giving them such as useful advice. But, if the workers has been given several advice and they still does the same mistakes which is not satisfied the manager, the workers should be given a warning letter. This warning letter hopefully can change the behaviour of the workers. Besides, one of the best ideas to corporate with this kind of problem is by finding the new employees outside the organization who are willing to worked full time.

6.0 REFERENCES

- The references is the owner of the Burger “O” MYY , EncikRazif Bin Yunus. He provides all the information for our task.
- Facebook page : Burger.Org.Myy - <https://m.facebook.com>
- Instagram page : burgeromyy - <https://m.instagram.com>

7.0 APPENDICES

