



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا  
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**CASE STUDY**  
**IN BERKAT ENTERPRISE**  
**FOOD AND BEVERAGES**

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## **EXECUTIVE SUMMARY**

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Fazlina Steamboat is product name under In Berkat Enterprise who was founded by Mr. Ismadi bin Ismail. This company is a sole proprietorship business and it conducts service business. Fazlina Steamboat is a food and beverages business that using unique concept such as “picnic at the beach”. The foods served are variety of choice and the sauce has its own unique taste which makes it more special.

SWOT Analysis has been used to identify the strength, weakness, opportunity and the threat of the business. Just like the other companies in the world, In Berkat Enterprise also has its own problem and some solutions were also suggested with its own advantages and disadvantages.

The major problems that has been spotted are lack of employees, no fixed price and some of the employees are not friendly. There are also some external problems that are beyond the owner’s control such as the economic condition of the country, price war against the competitors nearby, the business license is being hold by the government and lastly, the weather.

The alternative solutions that has been chosen are advertising the job vacancy at internet and increase the prices of the foods up to 25%. Based on these solutions, it is believed that the productivity of the company will increase as the number of employees increases and all the works will be easier. The chances to get back the capital of the business also will increase as the price of foods increases.

## 1.1. BACKGROUND OF THE STUDY

“Steamboat” or also known as “yong tau foo” is originally a type of popular Chinese food called “hot pot”. Fazlina Steamboat is a product name under In Berkah Enterprise which was set up by Mr. Ismadi bin Hj. Ismail on 2008. Encouraged by the concept of entrepreneur in Islam, Mr. Ismadi decided to create a business by selling steamboat using food truck.

On 2008, Mr Ismadi went for his school’s reunion in Danga Bay, Johor and he brought along his pregnant wife and their 3 kids for sightseeing. Unfortunately, after about half an hour of the journey, his car broke down and stopped behind the steamboat food truck in Johor. While waiting for the mechanic to fix his car, he brought his whole family to try the steamboat and that was the time when he got the initial idea to create a new steamboat business in his hometown in Port Dickson. Port Dickson is known as one of the best vacation spots in Malaysia and had been the tourist’s attraction in this century. He thought that it was the best opportunity to start the business since there was no any steamboat food truck in Port Dickson.

After he went back to Port Dickson, he planned on starting the business as soon as possible and had a thought to give the name “Fazlina” in conjunction the birth of his youngest daughter. He bought a truck and started selling the steamboat in a small quantity along with steamed corn and boiled beans at Bagan Pinang Beach, Port Dickson.

The speciality of Fazlina Steamboat is the customers do not have to cook the food by themselves. They just have to choose and give it to the employee to be cooked. Mr Ismadi using the concept of “picnic at the beach” to attract people and the time operation is only at night.