



اَوْبِقُوْا سَيِّئِيْنَ تَيَكُوْنُوْا لَكُمْ مَوَازِيْ  
UNIVERSITI  
TEKNOLOGI  
MARA

# TECHNOLOGY ENTREPRENEURSHIP (ENT600)

## CASE STUDY



### KAK NAH SERONDENG

STUDENT NAME: NUR AIN MARDIAH BINTI CHE APANDI

STUDENT ID: 2017404824

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LECTURER: YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

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Last but not least, I really hope that this report can be a guideline to those who are interested in this business plan.

Thank you.

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## EXECUTIVE SUMMARY

This report has helped to observe and identify operations at the shop and company, the real problem faced by the company, and other challenges faced by entrepreneurs nowadays. It helps me with how to manage a company and solve each problem with the least cost in a short period.

I visited Kak Nah Serondeng at Kelantan, which only takes five minutes for me to arrive at this company. I had an interview with the owner and the manager assistant of the company Hjh Hasnah Bt Yunus and Mohd Hafiz Bin Abdullah. They are good at communication skills, which is actually attracts me to choose his company as my case study. They love to share their experience and knowledge as an entrepreneur to us even though it was our first met up with them. They also share most everything about his company to us.

The result that I get from my interview is I find that the company has major problems with having full-time workers. It is due to the salary given to the workers that might not be worth it. Next, I notice that their company needs to add more workers. In addition, they have some problems with their daily tools which are tools to separate the contents of the coconut. They used less efficient tools that cause wasting of time to finish this process. Besides, the company also have financial problems, which they do not have good skill in managing their finances.

# 1. INTRODUCTION

## 1.1 Background of the study

Serondeng, serundeng, or serunding is a dish that made it from lots of spices and cooked until dry, and sometimes greasy especially for beef serondeng. The greasy texture will help the sorendeng to stay good for a long time. This product can be a tourist attraction because of spices taste. Serondeng very popular with its long-lasting stock because it cooked while mixing it nonstop, almost everyone in this country familiar with the taste of Serondeng. Some peoples using serondeng to eat with rice and some of them use it for pastries filling for example Karipap.

In Malaysia, Serondeng is known as dry food based on chicken meat, beef meat, fish meat, and so on together with grated coconut. This food not only popular in Malaysia, but it is also popular in other countries like Indonesia with a different name 'Abon'.

In this study, we have interviewed the Kak Nah Serondeng located in Kota Bharu, Kelantan. This company mainly produce Serondeng and have their shop to sell their product. Furthermore, they also sell other products and it is from another brand such as mini karipap and traditional food.

I choose this company as my research study to learn more about the operation of the company and how the company manages its daily routine.