



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**CASE STUDY ON C.T.C CAFE**

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## **EXECUTIVE SUMMARY**

CTC Café is a fast food restaurant located in Desa Ilmu, Kota Samarahan. The café was first opened in February 2016. CTC Café is a fast food restaurant that sells various types of local dishes and also beverages. CTC Café is very famous for its' Mee Kolok. CTC Café is owned by a local business man named Mohammad Firdaus. This café is handled by Mr. Firdaus himself and also from the help the staffs of CTC Café. The CTC Café's owner and staffs are currently working on achieving their business goal which is to be one of the most successful café in Kota Samarahan. They also hope that they can open more branches in the future. This café's targeted customers are the locals, office men and women from the industrial places nearby and also the students from the universities nearby. These customers are the main contributors for the café development. In conclusion, CTC Café is a fast food restaurant that is located in Desa Ilmu, Kota Samarahan and this café attract plenty of people that live in Desa Ilmu.

## **1.0 INTRODUCTION**

A case study is an analysis of a real life situation where the problems faced by the chosen company must be solved. In our case study, we have chosen C.T.C Café to be observed. This café is owned by a Sarawakian businessman named Mohamad Firdaus. Mr. Firdaus is currently in his late 30s and has been managing this business by himself. This café has been established since 2016 and it is located in Desa Ilmu, Kota Samarahan. One of the reason Mr. Firdaus has chosen this particular location to start his business due to people in the area. There are plenty of people in Desa Ilmu, especially students. These people had made the business owner convinced that his café will receive plenty of customers. During the process of our case study, we have noticed that the café has a few business problems. One of the business problem that we have noticed is that the workers of C.T.C Café are not really efficient with their jobs. Other than that, the business problem that we have notice is that this café does not receive plenty of customers, even during the weekend. To overcome these problems, we will use SWOT analysis. SWOT analysis is a strategic planning technique used to help a person or an organization to identify the strengths, weaknesses, opportunities and threats that are related to the business.

## 2.0 COMPANY INFORMATION

### 2.1 Background of The Company

CTC Café is a fast food restaurant located in Desa Ilmu, Kota Samarahan. The café was first opened in February 2016. CTC Café is a fast food restaurant that sells various types of local dishes and also beverages. CTC Café is very famous for its' Mee Kolok. CTC Café is owned by a local business man named Mohammad Firdaus. This café is handled by Mr. Firdaus himself and also from the help the staffs of CTC Café. This café's targeted customers are the locals, office men and women from the industrial places nearby and also the students from the universities nearby. These customers are the main contributors for the café development.

### 2.2 Organizational Structure

Owner	Muhammad Firdaus Bin Sahari
Manager	Muhammad Sharna Bin Sahari

### 2.3 Products/Services

CTC Café sell various type of foods and beverages. However, the best selling product of the company is the Mee Kolok. The majority of their customers are the students from UiTM and UNIMAS. The reason that the Mee Kolok is the best selling product of the company is because it is cheap and the students find it affordable to them.