



اَوْنِيُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْكَىْ مِيْمَارَا
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MARA

PRINCIPLES OF ENTREPRENEURSHIP (EN 530)
GROUP ASSIGNMENT: CASE STUDY
COR BLIMEY

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EXECUTIVE SUMMARY

Cor Blimey is a new established business under the Small and Medium Enterprises (SMEs). Cor Blimey attracts customers in Malaysia with the authentic recipe of British cuisine. Besides, Cor Blimey starts to rise as many people have acknowledged the existence and taste of British foods. Apart from that, they are very active on social media as that is how they market their products.

They do various surveys before opening up this business. This is to ensure that they can attract investors to join them. Moreover, instead of taking any financial helps to start the business, Cor Blimey chose to use their internal funds. As a result, the shop is open to public with their famous signature fish and chips.

Cor Blimey's mission

1. To cater the best British fish and chips for Malaysian
2. Provides an authentic taste of British fresh and homemade food especially fish and chips

Cor Blimey's vision

1. To be the number one best British Fish and Chips around Malaysia.

INTRODUCTION

The business that we analysed is Cor Blimey. They have been established for about 3 years and currently have 3 branches which located in SS15 Subang Jaya, Damansara Desa Sri Hartamas and SS21 Damansara Uptown. For our case study, we chose SS21, Subang Jaya. Cor Blimey is a British-theme shop that offers you authentic taste of fish and chips. They specialized in British cuisine where most of their menus are what you always seen in the British cafes and shops.

Cor Blimey is introduced by Mr Adam Joseph Hanrahan who often travels to Malaysia but found it impossible to find good fish and chips. So, he took the opportunity to open a business in Malaysia with the help of family and local friends and entered into a partnership with his Malaysian friend.

One of their competitors is Manhattan Fish Market. In order to compete, they prioritise the authenticity of their products. Cor Blimey is very concern on the quality of their menu and recipe. Hence, all of the ingredients are handmade. In order for them to receive a good customer satisfaction, they offer a great value in term of customer service, fresh foods, great deals and promotions. Next, the workers also are very helpful and resourceful when it comes to customers. Quoted from the branch manager, "when we treat our workers well, they will do the same to the customers" and that is how they maintain their performance and business profile.

COMPANY INFORMATION

BACKGROUND

“CorBlimey!” is a traditional British expression of wonderful surprise or gratitude, and that is exactly the experience they wish to offer their customers as they eat the delicious food. The founder, Adam, was raised in the leafy English county of Hampshire, but spent many a summer by the sea, where hunting for the best local fish and chip shops became a favourite pastime. With his family’s roots in Malaysia (Klang), Adam is on a personal mission to bring authentic British fish and chips to his second home and share his passion for British food with local Malaysians. All of their dishes are authentically British, made-from-scratch, fresh, tasty and contain no pork and no alcohol.

Fish fillets lightly fried in customer’s choice of three unique batter flavours, until crispy golden brown on the outside, yet moist and succulent inside. Their fresh fillets are best enjoyed when drizzled with lemon juice and dipped in tangy, tartar sauce. Moreover, their homemade chunky chips made from freshly hand-cut potatoes and cooked to order. They pride themselves on serving no frozen chips at the shop. Lastly, their minted mushy pea is a welcome addition to this classic British dish.

ORGANIZATIONAL STRUCTURE

