



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكِى اَمْبَارَا
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TEKNOLOGI
MARA

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

CASE STUDY

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GROUP MEMBERS :

- 1) MOHAMAD ALZAFRI BIN MOHD HANIZA (2018660704)
- 2) MUHAMMAD AMIR FAHMI BIN MOHD HAMEZAN (2018673454)
- 3) MUHAMMAD AMIR SYAHMI BIN MOHD AZHARI (2018660764)
- 4) MUHAMMAD AMMAR NAIM BIN MURAD (2018660288)
- 5) MUHAMMAD AZRI SYAZWAN BIN MOHD ZAHARI (2018673474)

LECTURER : SIR MOHAMMAD ZAIM BIN MOHD SALLEH

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EXECUTIVE SUMMARY

AR-RIQZ RESOURCES is a business of food sales and services, mainly operates in UiTM Puncak Alam. The business operates between 3.00p.m - 7.00 p.m, from Monday to Friday. Their main products are “nasi lemak” and “nasi ganja”, which have received many good reactions and feed backs from regular customers residing in UiTM Puncak Alam. Besides running their main operation in Puncak Alam, the company also provides catering services for events such as wedding. The company has collaborated with JKM and Masjid Negeri for several times in the past few years,

The business uses cash as their main medium of transaction. Customers can directly purchase their food at the operating location, or make earlier orders through Whatsapp. Despite having only three workers and four hours of operation a day, they are very efficient in preparing and servicing their customers. The company is 100% bumiputera. With their strong product “nasi lemak”, and its famous and unique “sambal”, the business currently has huge followings, with many customers describing the product as “uniquely different than others”.

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1. INTRODUCTION

1.1. Background of the study

Under Principle of Entrepreneurship (ENT530), we were required to work on a case study of a business in Malaysia. The study was made on the business's background, its operational and marketing strategy adopted, as well as other aspect of the business. We were also required to provide the Business Model Canvas (BMC), mainly describing the company's value proposition, infrastructure, customers and finances.

1.2. Problem statement

Any company, regardless of their type of products or services provided, will bound to have certain problems or difficulties in their business. These obligations are important to measure the ability of the company's management in providing decisive and effective solution for the long term importance of the business. The problem statement provided for this business are as follows:

- Did the entrepreneur get the best opportunity to expand their business?
- Did the entrepreneur know the strategic marketing strategy to adopt into their business?
- Did the entrepreneur has good relationship with their customers
- How did the entrepreneur overcome their competition for similar product provided?

1.3. Purpose of study

The main purpose of this study is to learn how to structure a good business plan, adopting a strategic marketing technique, as well as learning the key to a successful business. In regard to the study, we had conducted an interview to ask several questions on the business's main marketing and operational plan, customer's relationship, financial aspects and more based on the BMC requirements.