



اَوْتُوْرُتْسِيْتِي تِي كُوْلُو كِي مَنَا رَا
UNIVERSITI
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MARA

AZY'S LAKSA KUAH PEKAT

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Executive summary

In this case study, the business of Azy's Laksa Kuah Pekat was studied to analyse problems relate the theory to a practical situation. There are few problems in Azy's Laksa Kuah Pekat business such as problem in obtaining supplier and problem in human resources. As to solve the situation, a few problem solving statements are suggested to these major problems. For example, if get problem with supplier then we suggest to change from fix supplier to a flexible supplier, as for the problem in human resources then we suggest to find workers and do a delivery service. As for the solution to the problem, the best recommendation is to be implemented. The strength, weakness, opportunity and threat of the business was analysed by using SWOT analysis.

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1.0 INTRODUCTION

1.1 Background of The Study

All UiTM students who further their study at bachelor level need to take Principle of Entrepreneurship course (ENT530) to expose student about business field. In this course student will conduct case study to any business or company. In this task, student have to interview any business to determine their own problem that they faced to run the business. From the problem, student should analyze and suggest any solution that are suitable. They should be more careful in conducting their own business based on the problem that they recognize. Thus, this case study task is good medium to teach student on handling the problems.

Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. Variation of entrepreneurship education are offered at all levels of schooling from primary or secondary school through graduate university programed. Entrepreneurship education focuses on the development of skills or attributes that enable the realization of opportunity, where management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving “profit” in some form (which in non-profit organizations or government can take the form of increased services or decreased cost or increased responsiveness to the customer/citizen/client)

For our case study, it was conducted at Azy Laksa Kuah Pekat located in Cafe Rafflesia UiTM Puncak Alam, Selangor. This stall provides food with high quality taste with reasonable price. Even though, it is just a stall, there must be some problem in this business. Thus, we chose Azy Laksa Kuah Pekat in order to conduct our case study.