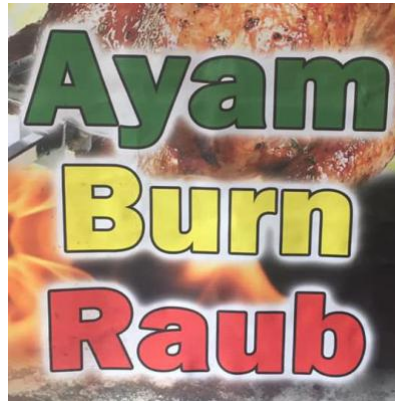




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 MARA



AYAM GOLEK ABANG BURN

TECHNOLOGY ENTREPRENURSHIP (ENT600)	CASE STUDY
FACULTY AND PROGRAMME :	FACULTY OF MATHEMATIC AND COMPUTER SCIENCE
SEMESTER :	SEMESTER 6
PROJECT TITLE :	AYAM GOLEK ABANG BURN RAUB
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EXECUTIVE SUMMARY

Ayam Golek Abang Burn is a food & beverages business that owned by Puncak Emas Shahida Enterprise that produce and sell grilled chicken located in Raub, Pahang. It is a Bumiputera-owned company under the supervision and guidance from government agencies such as FAMA, MARA and RISDA. The reason of this case study includes to gain knowledge in entrepreneurship field and to question the company variability as well as observing the growth of a small company like Ayam Golek Abang Burn. The company have face few circumstances and problems such as lack of online marketing and the company's organizational structure.

This business is owned by Mr. Mohd Shaharudin Bin Harun and his wife, Kasidawati Binti Ramly. The form of business is partnership. The company started off with produce burger and sell it to customer. The company later on have shifted to produce grilled chicken with an emphasis on the quality since the profit gain from grilled chicken product is more than the profit gain from burger product.

The company also provide many type of services in order to fulfill and satisfy their customers' demand such as providing their product as catering in wedding ceremonies, birthday party, special event and etc. The company also adheres to the principle of "GOLDEN RULE – LAYANILAH ORANG LAIN SEPERTI MANA YANG ANDA INGIN ORANG LAIN MELAYANI ANDA".