



COMPANY ANALYSIS

JAMAN TORY RESEPI

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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## **EXECUTIVE SUMMARY**

This case study actually helps to expose the student to the real world of the entrepreneurship. Therefore, by doing this project student should be able to learn a lot of new things in the world of business. As a student, they should be able to identify the problems that the businessman has to face in order to be successful in business. In the real world, to be a successful businessman they should start from the bottom so that they will learn to be a better person. As the former British Prime Minister said, “*Success is walking from failure to failure with no loss of enthusiasm*”. Case study also helps students to understand on how to calculate the net profit, know how to identify the business opportunity, threat, weakness and strength and also how to overcome the business problems.

## **INTRODUCTION**

### **1.1 Background of Study**

Nowadays most of the company uses technology in their business because with technology work can be more innovative and can be done faster rather than doing it manually. Based on the study, Jaman Tory Resepi, is one of the famous restaurant in the City of Pahang which is at Kuantan, they do not use food ordering system which with this system it can help the worker to take the order from customer faster and the food can be served more quickly. If the ordering time is faster, it can increase the restaurant sales because most of the customer tends to the food is quickly to be served to them.

Based on the business term, case study defined as documented study of specific-life situation, usually summaries of real-life business scenarios or fictitious accounts of a business situation or dilemma. Case studies enable students to analyse business issues from a variety of perspectives and apply critical thinking and problem-solving skills that they have been developing in their classes.

To gather all the information about Jaman Tory Resepi, requirement, analyzed future product innovation and also to overcome the restaurant weakness and limitation, SWOT analysis became a guideline and references on the interview question during the interview session with the owner of the restaurant Jaman Tory Resepi which is Mr. Affandi bin Ahmad or also known as Mr. Tory.

Based on the interview, this restaurant was started on 23th April 2006 with name of Juara Char Keow Teoy. After he has its own building, he decides to change the restaurant name to Jaman Tory Resepi. This business become expand from year by year and make Mr. Tory become one of the successful businessmen in Kuantan. This business at first just provide a simple menu but then he improves it with a lot of menu and dishes. This make his restaurant become the first restaurant in Kuantan that provide local food and western food.