



اَوْنَبُوْا سِيَّتِيْ بَاتِيْكُوْا لُوْكِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTAL OF INTREPRENEURSHIP (ENT300)**

**CASE STUDY**

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## EXECUTIVE SUMMARY:

This food truck business is the only one in this Kota Samarahan area. That's the main reason she came up with this food truck business. Food truck is great to offering people a good quality of evening snacks along with complete nutrient for the body.

This food truck is offering evening snacks with reasonable price. The reason behind that is they want everyone can afford to buy our products. Other than that, with this food truck, they are trying to make their customer's day easier by showing concept "food will find you not you find the food"

Other than that, this food truck also bring creativity in food so that it can change the people's mentality that "street food" is just food in ordinary night market.

Food truck market target are the people near this Kota Samarahan but to be more specific in Desa Ilmu. It is because Desa Ilmu has the night market every Friday and Saturday night. Night market near Desa Ilmu attracting people who lives in Kota Samarahan to buy food, stuff and etc. Furthermore, Desa Ilmu is adjacent to UiTM campus Samarahan, so the students in UiTM area is also our market target.

## **INTRODUCTION:**

What is case study? Case study is a research method involving a deep and detailed examination of a subject of case, as well as its related contextual conditions.

Background of the study is a part of the research that provides the reader with background informations for the research in the paper. Its purpose is to establish a framework for the research, so that readers can understand how it's related to other research. This purpose of the case study is to analyze further more information about the company information, company analysis, business problem and recommendation and also improvement for the business.

The business solves the problems that is faced by other ordinary stall hawker. This company uses the other method to present their products make it more convenience for customer to buy their products.

This case study give the clear picture of important things regarding to this business to the reader. This included the;

- Relate the theory to a practical situation; for example, apply the ideas and knowledge discussed in the coursework to the practical situation at hand in the case study.
- Identify the problems.
- Select the major problems in the case.
- Suggest solutions to these major problems.
- Recommend the best solution to be implemented.
- Detail how this solution should be implemented

## **COMPANY INFORMATION:**

For our case study, we have decided to interview a food truck owner. The name of the food truck company is 'Dapur Pak Ari'. The name of the owner is Mdm. Latifah. She has started her food truck since 2014. At her food truck, she sells evening snacks such as banana fritters, keropok lekor, coconut drink and many more. But before she started her food truck business, she had a stall in Desa Ilmu since 2008. So, she had started to involve into business a long time before she started the food truck business. The food truck starts operation at 2.30 p.m. and closed at 6.30 p.m. every day except Saturday.

From the interview, she told us the way to operate a food truck business legally. One of them is, we must have the permit to park the food truck without being chased away by the government officers. For every food truck we must undergo the computerized vehicle inspection every 6 months by Pusat Pemeriksaan Kenderaan Berkomputer (PUSPAKOM). The reason to have the inspection is to ensure the vehicle is safe from any hazard. Other than the PUSPAKOM inspection, we must have the certified license from Suruhanjaya Syarikat Malaysia (SSM).

The owner, Latifah binti Led is 53 years old. The name of the co-owner is Johari and he is 60 years old. He is the driver of the truck and the husband of the owner. She has two workers. Munirah, 20 years old and Arisa, 30 years old. Munirah is also the owner's daughter-in-law. This shows us that their organizational structure is mostly from the owner's family.

Business model innovation refers to taking a new approach to an existence business. For instance, targeting new customers, improving what is going to be sold and others are example of business model innovation. The food truck owner that we have interviewed is using a variety of new business model approaches. The main one is the use of a low cost, flexible and agile platform. There is also a few other models such as;

- A focus on high quality food at a valuable prices.
- Social media such as WhatsApp and Facebook to connect and communicate with customers.
- A value proposition that includes fun and new experiences.

Mdm. Latifah is an experienced entrepreneur, so she have gained a lot of strategy from her experience in business. First and foremost, she always try to improve the taste of her foods. As an example, she is famous with her delicious banana fritters. This is because her banana fritters is unlike any others. This strategy makes her business get a lot of attention from people. Other than that, she parked her food truck alongside the road where many people passes by. Hence, she has the advantage as people passing by will be able to see her food truck easily. She starts her operation at 2.30 so she have the advantage of selling her drinks smoothly. From this strategy, the food truck business have gained a good profit every day of operation. She stated that her profit in a bright normal day, she can get around RM500 and in a bad weather she normally can get around RM300-RM400 a day.