



اوتو سيني تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

CAWANGAN SARAWAK
KAMPUS SAMARAHAN

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

CASE STUDY

SECRET RECIPE BRANCH SAMARAHAN

PREPARED BY;

FACULTY	: INFORMATION MANAGEMENT
PROGRAMME	: INFORMATION MANAGEMENT (IM110)
CLASS GROUP	: IM110 5E
PROJECT TITLE	: CASE STUDY: SAM'S CENTRE
GROUP MEMBERS	: 1. Andy Brandonly Sebau Anak Jarup (2017893146) 2. Azyan Nadzira Binti Mohd Nasri (2017281518) 3. Mohamad Rozai Man Bin Othman (2017288984) 4. Mohammed Fazrul Aslam Bin Abdul Rahman (2017271976) 5. Zurfazeera Binti Za'abaie (2017289114)

**PREPARED FOR
MRS. SITI MARDINAH BINTI ABDUL HAMID**

**SUBMISSION DATE
25 / OCT / 2019**

EXECUTIVE SUMMARY

Secret Recipe Samarahan Branch is one of the student attractions as it located at the nearest mall from Unimas and UiTM. Secret Recipe located in the Summer Mall at Samarahan. As for students that usually spend time with friend to hangout or take a meal together, students tend to prefer the strategic place where every need can acquire at one place. Therefore, Secret Recipe gain the opportunity to make more profit with the existence of the universities and the customers as well. In the other hand, the Secret Recipe offered variety flavour of meals to the customers with the best quality and affordable price. Plus, Secret Recipe has a very attractive interior design and also have a good infrastructure that act as customers attraction to the company. The effort of promoting the company products with many effective ways leads the Secret Recipe to be one of the fastest growing company that become well-known internationally. Secret Recipe the best services in the company which is the skills of the menu innovation as an opportunity to expand its markets and attract more customers. Secret Recipe also tend to compete with several company that maybe offering the same product to the customers as the company currently located in the shopping mall. Unfortunately, Secret Recipe has faced the major problems that may leads to the decreasing amount of the company profits year by year. One of the major problems are hygiene violations. This is because the methods of processing the products does not meet the standard aspects of JAKIM. Therefore, the case study provides the alternative solution for the company major problems. Moreover, there also several recommendations provided in order to maintain the quality of the company and as one of the ways for the company to avoid bankruptcy problems.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	ii
INTRODUCTION	Error! Bookmark not defined.
COMPANY INFORMATION	3
COMPANY ANALYSIS	9
BUSINESS PROBLEM	11
RECOMMENDATION AND IMPROVEMENT	17
REFERENCES	20
APPENDICES	21

1.0 INTRODUCTION

1.1 Background of the study

All UiTM students who further their study at Diploma level need to take Fundamentals of Entrepreneurship course or ENT300 to give guideline and expose students to the business orientation. In this course, students will be conducting case study to any business and company. In this case study, students are required to interview any company or business to get two or more problem that faced by the company or business. Then, students would analyse the problem and find solution for every problem that the company or business faced. The benefit of this case study is students will be more intelligence in conducting business. Furthermore, this case study is a good medium to teach students on how to solve the problems. The case study was conducting to Secret Recipe Restaurants, which is this business provide foods and drinks. Our group want to get more information about the problem that faced by this company.

1.2 Purpose of Case Study

Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. Variations of entrepreneurship education are offered at all levels of schooling from primary or secondary schools through graduate university programs. Entrepreneurship education also 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. Case Study is a research method involving an up-close, in-depth, and detailed examination of a subject of study (the case), as well as its related contextual conditions. Case studies can be produced by following a formal research method. These case studies are likely to appear in formal research venues, as journals and professional conferences, rather than popular works. Purpose of case study are to better show the data and description of a casual investigation key of successful entrepreneur successes in their business and also how Secret Recipe company can face and solve to every problem they face.

1.3 Secret Recipe's Business Problem

To be a successful entrepreneur, there is many challenges that need to overcome and couple of problems that Secret Recipe's need to face. Based on the previous interview, the Secret Recipe's manager has told that the problems are related to product/services and also technology. The problem that being face by Secret Recipes are issues that has been dealing with secret recipes for several years. The huge issues that can make secret recipes at a loss and most likely cause them to lose customers.

On financing, experienced entrepreneurs do not have it easy when it comes to funding a new business, but Secret Recipe's do have a few advantages over newcomers. They might have a pool of capital from a business they previously sold or a steady stream of revenue they can use to fund a new business/branch cash flow. Also, the teambuilding an especially hard if the company's never run or managed a team before, but even if it has the management experience, picking the right team for a start-up is stressful and difficult. After have a few solutions, the secret recipes succeed in upholding the truth by proving that the problems they face are the problems that they can handle.