



اَوْبُورِ سَيِّدِي تَيْكُونُ لَوْ كُنِي مَبَارَا
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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
CASE STUDY**

**MANOK BEAST
FOOD**

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Executive Summary

ManokBeast has been recognized almost by people especially from Kuching. This is due because of the spread word by other people and from social media that help this company been recognized from other people. This company also has been recognized by people from Kuala Lumpur, Brunei, Korea, Pakistan and also Sarawak.

Type of this company is sole proprietorship because ManokBeast is the only branch in the Emilies, Semarak. This company only have 3 staffs, which are the owner Mr Dabush Kamaruddin and 2 his staffs.

ManokBeast has been started in 2016 and this core value that has been delivered by this company is not only with delicious food but also quality of the food and the relationship between the customer. Because for them, customer is number one and if customer satisfied with their food, the customer will spread the good word about their company.

The price of the food is affordable and worth it and most of their food is chicken. We recommend this place for people who was like to eat chicken because the chicken is different from other stall and the main ingredient in this chicken is the sauce which is the sauce is being made by homemade. It means that the sauce is made by the owner which is Mr Dabush Kamarudin itself.

1. Introduction

For the case study on Fundamental of Entrepreneurship (ENT300), we were assigned to prepare a report about a company background and analysis on this case study is to present the student with the scenario as close as the actual situation to prepare and encounter the problem and subsequent work, in order the students may be able to work through the problem and devise reasonable and workable solutions. The Entrepreneurship theories that being adopt here is Sociological perspective that is entrepreneurship as a career to improve the status of the group in the eyes of society.

The company that we have been choose for this case study is ManokBeast, a sole proprietorship ownership business. Our group members for this case study consist of five people, which is Ezmith Ujang Syah Bin Khairulhizam, Mohd Ridwan Bin Ahmad, Nur Shafina Binti Saimon, Nur Suhadda Binti Mohammad Suhaili and Siti NurHamizah Binti Abdul Hamid. This case study was guided by our lecturer, Puan Siti Mardinah Binti Abdul Hamid.

The reason we choose ManokBeast for our topic for this case study is because we are interested on how delicious and famous the popcorn chicken that he made plus combination of the secret recipe of homemade sauce that be done by himself. This company owned by Dabush Kamaruddin and he only have three worker including himself. He only have one branch located at Emillies, Semarak.

For the information, we have interviewed the owner of ManokBeast which is Mr. Dabush Kamaruddin. He helps us with the information that we need to complete this case study and gave us more information about his company on how he started his business.

2. Company Information

2.1 Company Background

The company we chose for our case study was ManokBeast. ManokBeast is not a big restaurant but just a small stall they rent but full of accommodation. It is in Emillies, Semarak. The owner of this business is Mr. Dabush Kamaruddin. He started a business because of his interest in cooking and food. As such, he decided to open a business called ManokBeast, which began operating in late 2015. Mr Dabush Kamarudin had just run a business because he got the inspiration from KFC and Sugarbun. The company's vision and mission are to continue to grow and grow its business in the future. At this company, they do business on food services more than chicken and cheese. The special menu is' ManokBeast. They operate from Monday to Sunday and are closed on Tuesday. They open at 6.30am. until 10 pm On public holidays, they still operate but public holidays such as Hari Raya and Maulidur Rasul.