



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ بِمَارَا
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COMPANY ANALYSIS

"HOT BURGER"

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF BUSINESS ADMINISTRATION BACHELOR
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EXECUTIVE SUMMARY

For this case study which about how this company sell their product and how they as local brand product use marketing, operational strategy and also target market to gain their profit. From this company, we can see how their operate their company to maintained their regular customer by providing services and good product to the consumer or customer.

Besides that, from this case study too we also can see how this kind of business growth and able to identify their quality. Not only that, we also can provides some alternatives, recommendations and improvement that this company can do to achieve a good company.

Last but not least, from this report we can learn regarding what we can do or don't when we as student before want to establish company and growth more consistently and gain more profit with lower cost of marketing, production, and raw materials.

1. INTRODUCTION

1.1 Background of Study

Entrepreneurship is the process of designing, launching and running a new business, which is more often than not, initially a small business, offering a product, process or service for sale or hire. The people who create this business are called entrepreneurs.

As new business grows, business also fails all the time. Statistics shows that 95% failure rate within a year of operation and so on. The reason as to why business fail can be many. One of the reasons is because entrepreneurship is a lifestyle shift, which most entrepreneurs find difficult to succeed in. It is, however, the mind shift that's an integral part of entrepreneurship that remains incomplete. Most entrepreneurs do make mistakes during the startup phase.

There are principles of entrepreneurship that all the entrepreneurs must note before they can start anything. An entrepreneur must be a solution provider at first instead of just to generate profitability. Provided with passion of the entrepreneurship there most likely the business will be successful. This is because in starting a business there are bound to be issues ranging from sourcing findings to getting good partners, building a good team, location and marketing. If an entrepreneur involved with inexperienced persons, there are bound to fail as they had started. Only passion can keep entrepreneur if they find themselves in such situation.

An entrepreneur should have a vision to enable the world to live more simply. With greater vision, with a times spirit of hope and achievement instead of merely to make as living. Successful entrepreneurs are those that were able to transform their vision into reality. Choose the right team with the same mindset and attitude towards achieving a common goal is important. A team member must be someone who can add value to the success of the business.

An entrepreneur must provide viable product or service to fulfill a need, be innovative and the approach, a little different from other regular business. Good business plan always draw investor for capital. When idea is great, a business can easily get investor or government loan. Entrepreneur is accountable to the success or failure of the business. The success of any business is in many ways, measured by the management of its resources. Every successful business grew over the years. It is not a one time event, it is ongoing process. A business growing, the investor will be happy to remain and inject more funds. Business growth also depends on marketing strategy. Marketing helps in getting product known and good sales come from marketing.