



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cafe



Eat Me[®]

COMPANY ANALYSIS

EAT ME CAFÉ

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

SEMESTER : OKTOBER 2020 - FEBRUARI 2021

PROJECT TITLE : COMPANY CASE STUDY

STUDENTS' NAME : NUR'ATIQA BINTI BAHARUDEEN

MATRIC'S NUMBER : 2017186299

GROUP : D1CS2495A

LECTURER'S NAME : MADAM NURUL SYAQIRAH ZULQERNAIN

ACKNOWLEDGMENT

First of all, I would like to express my gratitude to Almighty Allah for enabling me to complete this case study. I also would like to express my deep gratitude and appreciation to those who have decided to take part in this project, for their enhanced time and courage in sharing their insights with a fledgling student. Especially to Mr. Fikry, the owner of this café that help me a lot at give me the information of his company.

I convey my sincere gratitude to Madam Syaqirah Zulqernain, lecturer of this subject ENT600. Without her kind direction and guidance, this case study would have been a little success. Her suggestions and her instructions have served as the major contributor towards the completion of the project.

Last but not the least I would like to my friends who helped with their valuable suggestions and guidance has been helpful in various phases of the completion of the project.

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLES	v
EXECUTIVE SUMMARY	vi
1.0 INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement	1
1.3 Purpose of the Study	1
2.0 COMPANY INFORMATION	2
2.1 Background	2
2.2 Organizational Structure	2
2.3 Products/Services	3
2.4 Technology	3
2.5 Business, Marketing, Operational Strategy	4
2.6 Financial Achievements	4
3.0 COMPANY ANALYSIS	5
3.1 SWOT	5
3.2 Consumer Trend Canvas	5
4.0 FINDINGS AND DISCUSSION	6-7
5.0 CONCLUSION	8
6.0 RECOMMENDATION AND IMPROVEMENT	9
7.0 REFERENCES	10
8.0 APPENDICES	11-13

LIST OF FIGURES

	Page
Figure 2.1: Eat Me Café logo	2
Figure 2.2: Organizational Chart for Eat Me Cafe	2
Figure 2.3: Naan Cheese bread	3
Figure 2.4: Beef Pepperoni Pizza	3

LIST OF TABLES

	Page
Table 3.1: SWOT Analysis of Eat Me Cafe	6
Table 3.2: Consumer Trend Canvas of Eat Me Cafe	6

EXECUTIVE SUMMARY

Eat Me Café is a restaurant located in Temerloh, Pahang. The restaurant's image, concept expected menu offerings are detailed under the products and services section of the business plan. The general knowledge of the organization was gathered in the first section of the project report. Information is also obtained via the main and secondary sources.

In the second part of the report, a specialized subject analysis is included. The purpose of the project is to work on the background, organizational structure, products and services that Eat Me Café provides. Next, we research the technology of the Eat Me café dough machine, which is essentially the usual technology used for making a bread, as well as the business, marketing and operating approach used by the company to sell their products. Finally, we are reviewing the strategic accomplishments of the company in terms of how they handle their finances as well as the achievements of financial management.

In this case study, we evaluated the strength, weaknesses, opportunities and threats of this company by using SWOT analysis. As a result, based on the desires and demands of current customers in this company, we evaluated and found a way to address and satisfy their needs in Consumer Trend Canvas (CTC) analysis, making it our creativity to proceed in the new product creation work.