



اوتپورنسييتي تيكنولوغي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**NAME OF COMPANY  
COFFEE BEAN AND TEA LEAF (CBTL)**

**PREPARED BY**

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# EXECUTIVE SUMMARY

Based on the interview that we have done, we can know more about the business company information. We obtain many information about the company from the Assistant Manager. The information that we get is such as when the stores started their operation, their target customer, business strategy, the employee and the financial achievement that the company get.

Next, on company analysis, we use the Strength, Weakness, Opportunities and Threat (SWOT) analysis to find the advantages and the disadvantages of their ongoing business. From this SWOT analysis, we will know how far this business can overcome their problem and how far they can use their strength and opportunities to improve their business based on services and others. From (SWOT) we also can see how the company can handle their weakness and threat properly so that it will not affect their business.

Other than that, every business will have their own problem. For Coffee Bean and Tea Leaf (CBTL) company, they face several problems such as intense competition among other similar businesses, hiring the wrong people and will affect high turnover, the prices of the coffee or tea is slightly higher than common coffee shop and others. Because of the problem they had, they need a recommendation from the customers and improvement so that the problem can be solved.

# INTRODUCTION

A case study is a report of descriptive information on data of research of an experiment, project, event or analysis. There are case studies that are particular to psychologists, scientists, and sociologists. Within those types of case studies there are individual theory, organizational theory, and social theory. The content within a case study may include information about company objectives, strategies, challenges, results, recommendations, and more.

The company that we choose for our case study is Coffee Bean and Tea Leaf (CBTL), this company is popular among society nowadays because it's the place where we can drink good quality coffee while doing our work. The company was founded by Herbert Hyman in September 1963, as a service coffee for offices. The CBTL company have over 800 stores in all over the world. Just like Starbucks, it is an ideal place with wi-fi for travellers with portable computer devices to hang out and suitable for those want to discuss homework project or business. In Miri City, one of The Coffee Bean & Tea Leaf we had tried is located at the side entrance of Bintang Megamall, just next to the Sugar Bun. The total Coffee Bean and Tea Leaf (CBTL) stores in our case study area is 3 where its located at Miri International airport, Bintang Megamall Miri, and Shell Lutong Miri. The one that we had interview is at Coffee Bean and Tea Leaf Bintang Megamall Miri. We conduct the interview on 18 October 2017 (Wednesday) with the Assistant Outlet Manager. The stores in Bintang Megamall Miri has been operated since early 2012. The store is managed by the Assistant Outlet Manager, Leza. The Outlet Manager manages the store in Shell Lutong Miri.

The company is known for its original ice blended coffee, hot coffee drinks, hot and iced tea drinks. It also sells a variety of whole bean coffees, whole leaf teas, flavoured powders, and baked goods. Instead of the popular branded coffee and tea, you can find the cakes and snacks too. Creamy, sweet and tasty. Yogurts can be found

# COMPANY INFORMATION

## Background

The Coffee Bean & Tea Leaf (shortened to simply “Coffee Bean or “The Coffee Bean”) is an American coffee chain founded in 1963. It is owned and operated by International Coffee & Tea, which has its corporate headquarters in Los Angeles, California. As of year 2016, the chain has over 1000 self-owned and franchised stores in United States and 29 other countries which include Malaysia. Some brief history of the company, it was found by Herbert Hyman in September 1963, as a coffee service for offices. The first Coffee Bean store was opened on year 1968 in Los Angeles. By 1970s, Coffee Bean had expanded to 10 stores in Southern California, and with expansion of the store, they added exotic teas to the menu. The idea of mixing ice, coffee extract and chocolate powder paving the way for the company’s signature Ice Blended drinks. The inventions of the Ice Blended, the Coffee bean surges in popularity. In 1996, Herbert Hyman sold the Asian franchise rights to Singaporean brothers Victor Sassoon and Sunny Sassoon. The Sassoons quickly expanded the company in the United States and internationally, this results in opening of the first outlet in Singapore in the 1996, and Malaysia in the following year. Within two years, they had opened 29 stores in Singapore and Malaysia. In 1998, the Sassoons with his corporate partner Severin Wunderman, purchased the parent company, International Coffee & Tea LLC from the Hymans thus result in expansion to the global. International Coffee & Tea, LLC remains the name of the holding company. In Malaysia, there are currently 84 coffee bean tea leaf stores across the states. In Sarawak, there are 5 coffee bean stores which operates. 2 of them are in Kuching while another 3 are in Miri. The company is also involved in the provision of merchandise such as brew items, coffee and tea mugs, CDs, party packs and gourmet powder. The company offers free Wi-Fi access in most of its stores.