



اَبُو سَيِّدِي تَكْنُوْلُو جِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

### **CASE STUDY**

---

LIS CUCUR BULAT

LOCAL SNACKS

#### **PREPARED BY:**

FACULTY & PROGRAMME : FAKULTI SAINS GUNAAN (AS120)

SEMESTER : 5

GROUP : AS1205C

PROJECT TITLE : OCEANS & CHIPS CAFÉ

GROUP MEMBERS : AMINAH BINTI MAHARI (201522444)

: SHARIFAH AZIEZAH BINTI WAN ALLAM  
(20158272366)

: SHARIFAH MORDIAH HAYANIE SOBHAN  
BINTI WAN IBRAHIM (2015830682)

#### **PREPARED FOR:**

MADAM SITI MARDINAH BINTI ABDUL HAMID

#### **SUBMISSION DATE:**

24<sup>TH</sup> NOVEMBER 2017

NO.	CONTENTS	PAGE
1.	EXECUTIVE SUMMARY	1 - 2
2.	INTRODUCTION	3 - 4
3.	<p style="text-align: center;">COMPANY INFORMATION:</p> <ul style="list-style-type: none"> <li>• BACKGROUND</li> <li>• ORGANIZATIONAL STRUCTURE</li> <li>• BUSINESS MODEL</li> <li>• PRODUCTS/SERVICES</li> <li>• BUSINESS, MARKETING, OPERATIONAL STRATEGY</li> <li>• FINANCIAL ACHIEVEMENTS</li> </ul>	5 - 8
4.	COMPANY ANALYSIS	9 - 12
5.	BUSINESS PROBLEM	13 - 14
6.	RECOMMENDATION AND IMPROVEMENT	15
7.	CONCLUSION	16 - 17
8.	REFERENCES	18
9.	APPENDICES	19 - 24

## **1. EXECUTIVE SUMMARY**

Lis Cucur Bulat is a small business that we have interviewed for our case study. The business is run by husband and wife which is Encik Sofian, 44 and Puan Sabrina Taha, 41. They operate in a small stall provided by the Federal Agricultural Marketing Authority (FAMA) located at the parking lot at Pasar Tani Bandar Baru Samariang, Petra Jaya, 93050, Kuching Sarawak, where there are also a few other stalls at the site which FAMA has provided for farmers and other small business owners that have applied.

They started their business in the year 2015 where the main products of their business are fritters with a variety of choices. They start operating at 12.00PM until 6.00PM that is opened from Monday until Thursday. However, on Friday and Saturday they will also open a stall at the night market selling local dishes. Their business also receives catering reservations for small occasions.

Their business located in Bandar Baru Samariang has many competitors because there are much more stalls opened and there is more than one business that sells the same menu which are fritters other than the stalls at the FAMA site.

The objectives of their business are to introduce the uniqueness of their fritters which is a new concept of selling it in a rounded shape. Secondly, is to keep on making a high quality of their products to satisfy the customer's taste despite the economic changes where they keep selling their products at low prices over the years since they started open the business. Besides, they are also trying to consistently keep using the traditional recipe for many generations to come.

Their business target would be the passers-by customer and also the neighbourhood. The average gross profit that they earned in a day is RM200 and above. However, they need to pay the stall rental every month to FAMA and including other costs which result in their net profit to be RM60 per day. They will always try to make enough stocks of their products especially when there is a high rate of sales during that day. When there is higher demand, they can achieve a higher profit in sales exceeding their normal sales.

## 2. INTRODUCTION

One of the first steps to complete our case study is a background study in which it comprises a review of the under-researched location, updated information on this issue, resumes research on the issue, and relevant records on the issue. Ideally, the discovery of how to efficiently organize history and background information on our case study problem. The purpose of the historical study is to assist us with the significance of the thesis and furthermore, improving the understanding of our case study.

A case study is an account of an activity, event or hassle that consists of an actual or hypothetical state of affairs and consists of the complexities we would stumble upon in the workplace. Case studies are used to assist us to see how the complexities of actual lifestyles impact decisions.

A case study is a report of descriptive information on data of research of an experiment, project, event, studies or analysis. These kinds of case research have distinct purposes to fulfil and explain the acceptable data according to each researcher. In even better detail there are specifics and important points that make each has a special purpose.

The reason for an explanatory case study is to higher exhibit the information and description of a casual investigation. Collective case study's motive is to show the detail of how a group of individuals in a manner shows all the information concisely. The motive of a descriptive case study is to be able to compare the new gatherings to the pre-existing theory.

An exploratory case study is used to give extra background data than regular case studies, to higher evaluate results, and to enable for the researchers to dedicate better time into analyzing the information wanted for their studies. It serves the purpose of allowing a researcher to freely analyze or find out about what they please.

For the case study that we conducted, it is a small business company named Lis Cucur Bulat selling local snacks mainly fritters or *cucur* and we interviewed the owner, Encik Sofian, 44, who is a local person living in that area.

### 3. COMPANY INFORMATION

#### BACKGROUND

For our case study, we have interviewed a couple of husband and wife who runs a private business located at Pasar Tani Bandar Baru Semariang, 93050, Kuching Sarawak which is provided by the Ministry of Agriculture & Agro-Based Industry Malaysia and Federal Agricultural Marketing Authority (FAMA). The name of their business is called Lis Cucur Bulat inspired by the owner's wife, Sabrina Taha, because she makes the *cucur* rounded shape which is easier, convenient and faster using that way. They own a stall that sells a variety of *cucur* and other local dishes as well such as *laksa penang* and *nasi ayam crispy* to their customers that opens from Monday until Thursday at 12.00 PM until 6.00 PM. They started their business in 2015 as a part-time job.

#### ORGANIZATIONAL STRUCTURE

It is a private business owned by a couple of husband and wife named Sofian bin Ibrahim, age 44 and his wife, Sabrina Taha, age 41. Sofian and his wife both work together in preparing the *cucur* from making the batter, frying the *cucur* and serving it to the customers. They are the only workers in the business and they do not have any help or appoint other people to help them in their business.

#### BUSINESS MODEL

The target market for this business is open to all customers whether they are young or old or even to the rich and poor. This business products suits to all people since it is very affordable and cheap that they sell RM1 for 6 pieces of *cucur* that are all homemade and freshly-fried to the customers. This type of business sells local snacks and dishes to their customers and hence will maintain the existence of the traditional foods in Malaysia. It is also another platform to promote the mouth-watering local snacks and local dishes to those who do not have the opportunity yet to taste them.