



اَوْبَهُوْ سَيِّقِي تَيَكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

E EK! EAT AND DRINK

FOOD AND BEVERAGES BUSINESS

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FACULTY & PROGRAMME : FACULTY OF
ADMINISTRATIVE SCIENCE
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(AM110)

SEMESTER : 4

PROJECT TITLE : CASE STUDY

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SUBMISSION DATE:

20th APRIL 2018

Table Of Content

No.	Content	Page
1.	Executive Summary	1
2.	Introduction	2
3.	Company Information	3 - 5
4.	Company Analysis	6 - 7
5.	Business Problem	8
6.	Recommendation and Improvement	9
7.	References	10
8.	Appendices	11 - 13

1.0 EXECUTIVE SUMMARY

EEK! Eat and Drink is a conceptual restaurant located in Medan Universiti Commercial Center, Kota Samarahan. It's strategic location attracts a lot of customers from nearby universities (UiTM and UNIMAS) and from the residential area. The business offer a fusion of Asian and Western cuisine together with services like catering and event venue. The main problem faced by this business is problems regarding the supplier and pest control.

2.0 INTRODUCTION

Entrepreneurship is a process that lead to the start of a new business entity that include the organization, development and expansion of the business in order to make profit out of it. It is essential for students to be occupied with the skills of entrepreneurship as a helping hand for the betterment of their future.

For the case study, we chose Eek! Eat and Drink as the business to be studied. This business is operating in the food and beverages business located at Medan University Commercial Center near the Kuching-Samarahan Highway. Eek! Eat and Drink has been operated for five months since 6th December 2017 (as for April 2018). We chose this company for our case study is because there are a lot of posts in social media such as Facebook and Instagram about positive reviews and good quality of food and drinks. There are also a lot of good reviews about the place of having aesthetic decorations. Other than that, this restaurant is easily spotted when passing through the Kuching-Samarahan Highway. So, we wanted to investigate the real condition of this restaurant as it is recommended by a lot of people and having a strategic place.

The purpose of this case study is :

- To be able to apply theories and concept of entrepreneurship learned in class in real life situations.
- To be able to improve our communication and social skills by interacting with people.
- To gain more knowledge and experience about entrepreneurship from real life entrepreneurs.
- To improve our teamwork as a team by working in a group to complete the case study.
- To be able to enhance and improve our problem solving skills and decision making skills by analyzing the problems faced by a business.

Based on the case study, there are a few problems detected in the business we investigated. The problem identified is problems with the suppliers and pest control

3.0 COMPANY INFORMATION

- **Company Background**

EEK! Eat and Drink is a conceptual restaurant that mainly serve a fusion of Asian and Western cuisine. The business is firstly established in December of 2017 by Gary J. Francis and his partner, Maggie Theo. The restaurant is strategically located at Medan Universiti, a small yet easily located commercial center near the Kuching-Samarahan Highway route.

As of April 2018, the business had just been operating for five months. The business opens daily except for Monday and main public holidays from 10am to 10pm. Throughout the opening of the business for five months, they gained a lot of customers that mostly are the students from nearby universities (UiTM and UNIMAS) and the residents of Kota Samarahan. Some customers also came all the way from Kuching to get the taste of this restaurant's cuisine.

- **Organisational Chart**

During the first month of the business operation, they only had four employees where two of them are the cook and another two is the waiter and bartender respectively. As the business is growing, the crew expanded from four people to eight people to date.

As a small company, this company have a simple organisational chart and currently, the organisational chart is divided into two division namely the Kitchen section and the Lobby section. Both of the sections are headed by Gary J. Francis as the Floor Manager in the Lobby section and the Head Chef in the Kitchen section. In the Kitchen section, there are two cooks and one kitchen helper while in the Lobby section, there are one bartender and two waiters.

*(Diagram for the organisational chart can be referred in appendices)