



COMPANY ANALYSIS

RENCAH DESA

FUNDAMENTALS OF ENTREPRENEURSHIP(ENT 300): CASE STUDY

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EXECUTIVE SUMMARY

Rencah Rasa is a very famous restaurant in Kota Samarahan. It is one of the well-known restaurant among the people around the Kota Samarahan and also outside the area. It is established on 1 April 2018 by Wan Ruslina binti Wan Abdillah together with her husband Azmin bin Mohidin. At first they are only started their business with a small stall on the roadside for 6 years. As their business is growing better, then they are establishing the restaurant to broaden their business. The restaurant is located in Desa Ilmu a few steps away from the Bank Islam surrounded with many other stalls, stores and premises. We can see the restaurant clearly from the main road. It is located in a strategic location as there will be many people went to the area. The restaurant is providing various types of foods and drinks of a local cuisine. Many people more prefer local cuisine especially for their lunch and dinner rather than other types of food such as western foods and Chinese cuisine. Because of that, they are receiving a lot of costumers into their restaurant especially lunch and dinner time. Most of their costumer are workers and students. However, along the year of their business establishment, they are facing a lot of problems and obstacles, and their biggest problem financial problem, the financial are including the payment for staffs, buy goods for the kitchen, pay the rent, electric bill, and payment for repairing the building and any damages. Their financial problem will be in worst condition when there are not many costumers are coming to their restaurant. They are facing the situation when it is a holiday 'season for university students around the Kota Samarahan such as UITM, UNIMAS, and IPG as their costumer are mostly university students. Together with th[^] economic crisis that arise, it is hard for them to gain a lot of profit from their business. Economic crisis is causing the price of goods for their kitchen, electric bill, and repairing payment are getting higher. It is really hard for them to set the most suitable price for their foods and drinks to attract the costumer at the same time to gain profit from it. In order to

INTRODUCTION

Entrepreneurship education aids students from all socioeconomic backgrounds to think outside the box and nurture unconventional talents and skills. It creates opportunities, ensures social justice, instills confidence and stimulates the economy. Entrepreneurship education is a lifelong learning process, starting as early as elementary school and progressing through all levels of education, including adult education. The purpose of this assignment is to find out more about entrepreneurship as assisted by the person that involved in the business.

In this case study, we have carried out an interview with an entrepreneur who was willing to share her company's stories and her views on entrepreneurship. Entrepreneurs are frequently thought of as national assets to be cultivated, motivated and remunerated to the greatest possible extent. Entrepreneurs can change the way we live and work. If it is success for their innovations may improve our standard of living, and in addition to creating wealth with their entrepreneurial ventures, they also can create jobs and the conditions for a prosperous society.

Through their unique offerings of new goods and services, entrepreneurs break away from tradition and indirectly support freedom by reducing dependence on obsolete systems and technologies. This results in an improved quality of life, improved morale and greater economic freedom.

While being an entrepreneur does have its benefits, it also has its challenges. When entrepreneurs first start out, they're often considered a one-man show, meaning they're responsible for doing everything on their own. This usually equates to working really long hours, juggling numerous projects and having to constantly come up with new ideas.

For new entrepreneurs, it's often difficult to raise enough capital to start up their companies.

Even after the business is established, entrepreneurs have a hard time obtaining loans and lines of credit, as banks set high eligibility requirements for small-business owners. Another issue that entrepreneurs face is they may struggle financially for quite some time before their business becomes profitable. In the mean time, entrepreneurs work long hours and for little to no pay. Other than that, Entrepreneurs are known for putting in long hours and juggling many responsibilities. Therefore, it's imperative that they have good time-management skills. Otherwise, entrepreneurs are apt to overextend themselves and take on more work than they can

COMPANY INFORMATIONS



Rencah Desa was established on 1 of April 2018 which is last year. It is located at Taman Desa Ilmu. The place of this company is strategic because there are laundry store beside of Rencah Desa. Even the restaurant was newly opened, the customers are so happy with their services and they will go back with a full happy tummy too. This feedback can be found at their Facebook page: "Rencah Desa".

The founder of Rencah Desa is Wan Ruslina binti Wan Abdullah as known as Kak Wan among their staff and the owner of the stall Kak Wan derived from Kota Bharu, Kelantan and started moved in Sarawak after married with his husband, Azman bin Mohidin. Before this, Kak Wan and his husband open a small roadside premises about six years. She started this company in 2018 with only his husband as the sole founder and the only staff at the company. After a couple of years operational and having good business, Kak Wan started to adding more staff. During the end of 2018, they had about nine or ten staffs because there are two shifts which are day shift and night shift. But, until today the number of staff still the same which is ten staffs.

For Rencah Desa, we have detected that Rencah Desa using two kind of business model which are 'Restaurant Stall' and 'Restaurant' itself

- "Restaurant Stall" business are the restaurant that contain various of booth or compartment that serve different type of food. With this business, customer can come to only one the restaurant and they can eat a lot of types of food. It will make the customers easier to make a different choices and try a new food in a restaurant. An advantage of this kind of business, it will lower the rent price of the place because they can share the payment.