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COMPANY ANALYSIS AL-HAURA ARABIC KOPITIAM

Technology Entrepreneurship (ENT600): CASE STUDY REPORT

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EXECUTIVE SUMMARY

This paper focuses on a case study for a famous Nasi Arab Restaurant in Kedah, Al-Haura Arabic Kopitiam located at 32-32B, Lorong BLM 1/4, Bandar Laguna Merbok, 08000 Sungai Petani, Kedah. Therefore, for the purpose of my project report, I held an interview session on 3/5/2021 with restaurant's owner through telephone called and general business -related information has been collected. I study the business background, organizational structure, and products and services offered who are involved in this business. I also study common business, marketing and operational strategies promote these business services.

In this case study, I also studied and analyzed the state of strengths, weaknesses, opportunities, and threats that can aid the business strategy development by using SWOT analysis. SWOT analysis is used because it helps focusing the business activities inwards areas where the company is strong and where the greatest opportunities lie. So, I can tell and find solutions to overcome every problem facing the company. Besides, this alternative solution can be practiced by the owner for the advancement of the business.

1.0 INTRODUCTION

1.1 Background and Motivation Behind the Study

To find a suitable topic for the case study, it is very useful to study the business that has already got the attention of many people in Kedah, especially the fans of nasi arab. People are now competing to open a food business that features European food as well as a great middle east with their own tastes like Arabic Rice Restaurant. The idea crossed my mind to study about this because the restaurant is a comfortable place to relax and people can enjoy the delicious Arabic foods and drinks that they serve. This makes them seem to be in Arab lands. It is also a good place to be alone and hang out with our family or friends. Next, people can take pictures in this restaurant to keep as their memories and post via social media as well.

1.2 Purpose of The Study

The purpose of the case study was to find out the details about this restaurant such as the business serving, planning, and progressing. In addition, this study was to detect possible weaknesses aspects that can be taken to produce my best execution suggestions to be added to a given problem. Upon completion of this study, the purpose is also to provide ideas and suggestions to improve the business. Therefore, case studies should consider this from every instruction that should be given all the information needed for a proper business plan. It also made me more interested to find out more about why people prefer to open restaurants that serve food from foreign countries.

1.3 Business problem

The Arabic rice business industry market nowadays is quite large and gets good responses from many people especially from the wealthy who are very fond of Arabic food. No problem if they rarely eat goat. For those who do not like goat, do not have to worry because here are also available other dishes such as seafoods, rabbits and ducks. Nevertheless, although the business received a very encouraging responses, there were also some problems. The problem with this business is that the service is slow. This is because due to the weaknesses of the restaurant that need to be resolved in order to be such a good restaurant satisfactory customer service. This slow service can ruin a business to perform well and affecting relationships between customers. Next, economic competition is a fact of life for any business. While business is the first in field, this is only a matter of time before competitors enter. In this study, general the concept is almost the same no matter if we look at Nasi Arab Kasbah and Nasi Arab Mandy as well as other competitors who make lamb as the main menu of their restaurants.

In addition, there are also a competitor who opened many branches of nasi arab restaurants in Malaysia. So, this makes Al-Haura Arabic Kopitiam restaurant have to compete with many competitors even though this restaurant also has many types of dish and drink. It seems difficult to they compete with their competitors even though the restaurant is still new but they can make better planning and execution to improve their business performance over time.

At this point my idea stepped in, which was supposed to improve the business with aspects service and compete in a good way with other competitors in the restaurant industry. This is because this restaurant has the potential to be one of the famous foreign food restaurants in Malaysia.

1.4 Informational Background and Supporting Theory

In general, an entrepreneurial opportunity is defined as a situation where a new products, services, and processes can be introduced and sold at a price greater than the cost of production. Often when referring to opportunity, the term ‘window of opportunity’ is used.

The entrepreneurs must hit the ‘window of opportunity’ for which the opportunity exists. The business opened at the right time when most people who love to eat foreign cuisine especially Arabic food will find a comfortable place to relax and also enjoy delicious food like being in the land of Arabia.