

CS-KM-D



اُنْدِسْتَرِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN

NAME OF COMPANY: ARKI CAHAYA ENTERPRISE

TYPE OF COMPANY: SOLE PROPRIETORSHIP

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

SEMESTER 3

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1.0 EXECUTIVE SUMMARY

The case study is important to evaluate the company's background, company's analysis as well as the company's problems and alternatives that the management has provided. The methods that used to study the analysis is face-to-face interviews with the management of the company. We decided to choose ARKI CAHAYA ENTERPRISE for this case study that located at Bintulu which is a business that serve foods for customer and catering services.

Based on the findings during the interview, we have found several business problems in the management. Apart from that, we also manage to found the alternatives for this company to solve their business problems. Furthermore, we also suggest some recommendation for the company's to solve and improve their business in order for them to maintain the business running smoothly.

2.0 INTRODUCTION

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. Entrepreneurship education seek to provide students with the knowledge, skills and motivation to encourage success in every businesses setting. Variations of entrepreneurship education are offered at all levels of school starting from primary to secondary school through graduate University programs. Entrepreneurships education focuses on the development of skills or attributes that enable the realization of opportunity, where management education are targeting the best way to operate existing hierarchies.

To be an entrepreneur, there are many challenges that must overcome and one of it is about the Financing. Experienced entrepreneur don't have it easy when it comes to finding a new business. They might have a pool of capital from a business they previously sold or a steady stream of revenue they can use to fund a new business's cash flow. Next, you are going to abandon another career. It's going to be nearly impossible to simultaneously manage another career. You might be able to manage the infancy of the business on the side, during weeknights and weekends, but if you want a chance of growing significantly, you will have to quit your day job.

We had look into one of the company and we will make it as an example if we want to make business. The company is Arki Cahaya Enterprise. This company is about the catering business. The company is also about the eatery business whereby they prepares and serves food and drinks to customers in exchange for money. Meals are generally served and eaten in their own premises.

3.0 COMPANY INFORMATION

3.1 COMPANY BACKGROUND

Arki Cahaya Enterprise was established by Abdul Rahim Kendi Bin Abdullah and located in No.9 Lot 1213 Kemena Land District, Tanjung Kidurong 97000 Bintulu Sarawak. This company was established on 31 January 2015. The name of this company is inspired by director's name which is Mr.Abdul Rahim Kendi (ARKI). Arki Cahaya has two types of business which is provide food for customer and provide catering services for any event such as wedding, meeting and catering for other big company. For example, Bintulu Edible Oil and Kirana Palm Oil. Other than that, this company also provide a place and all the facilities for particular event. In order to run the business, Mr. Abdul Rahim had spent RM100 000 as a capital of the company. It is include the deposit for renting the shop lot, buy all the facilities such as table, refrigerator and so on. Initially, Arki Cahaya only provide food for customer and only six employees was needed. After a few years, this company has provide other service which is catering and increase the number of employees to nine person.

In order to ensure that this company will achieve their goals, Mr.Abdul Rahim Kendi has set the vision and mission of the company. The mission of the company is to offer reasonably priced quality food and provide a great services for customer. In order to achieve company's goals, this company should provide good quality of services such as work efficiently and always respect the customer's demand. The other mission is to provide the food based on changes of customer's taste. The vision of the company is to be one of well-known restaurant in Malaysia. One of the future plan of the company is to provide more services to customer. For example, transportation service. Arki Cahaya Enterprise also set up the plan to open other branches and other types of business.