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**CASE STUDY ON CAFÉ CAFÉ**

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## 1.0 INTRODUCTION

### 1.1 Background of the Study

According to the Oxford English dictionary, "entrepreneurship" is defined as an activity of setting up a business or businesses and taking on financial risks in the hope of gaining profit. Entrepreneurship can be learned through multiple university programmes such as in a public university, *UiTM* itself, short for *Universiti Teknologi MARA*. Different scopes of entrepreneurship are applied in the form of courses into some programmes offered in universities.

### 1.2 Purpose of the Case Study

Therefore, to be an entrepreneur, there are many challenges or risk to overcome with such as:

- Time management  
Time management always be the biggest problem faced by an entrepreneur. It is because some of an entrepreneur not making a goal list. So, they fail to manage time.
- Ineffective marketing strategy  
Some of an entrepreneur do not know how they want to market their products and services such as not using the social media to update their promotion, not advertising the product and many more.
- Teambuilding or hiring employees  
This can be challenges thing if become entrepreneurs if the person never run or managed a team before. It is because to run a business need to pick the right team and good attitude in order to get rid of workers doesn't take seriously. Nowadays, it is hard to find the right person to fill the certain roles too.
- Financing  
To run a business, entrepreneurs need to take risk of financing because some of the reason to shut down their business because no cash flow. When product is available to sell, pricing may difficult when it is too high. When it is too low, there will be big revenue.

## **2.0 COMPANY INFORMATION**

### **2.1 Company Background**

Café cafe's at Jalan Song has been operated about 4 years and started it business in 2014. The location for this restaurant was at a very strategic place, where it is surrounded by students and residence. So, it can be considered as an advantage for them who live nearby. Besides that, it can be one of the tourist attractions because it is located near to the airport.

The main was started their first business in 2013. The main company for this restaurant was at Rubber road, Kuching. It was named as café café original carwash. The original restaurant has their own unique concept where they provide carwash service, vacuum and waxing service for the customer. The unique concept idea was founded by Henry He who is food and car lovers. Furthermore, their main objective is to make sure that the customer always get satisfaction with their service. For vision, they provide quality services that exceeds the expectations of their regular customers. So, every branch has their own manager in order to keep updated to the owner of the restaurant.

For café café, we had detected that they are using Franchise business model. Franchise business model is a type of business that is operated by an individual(s) known as a franchisee using the trademark, branding and business model of a franchisor. For example, they used the main company status to promote another franchise. This will help the customer to try another franchise without feeling doubtful of their services and product. Therefore, another branches can learn from their main branch in any aspect such as in managing their finance, employees training program, and other. In other words, it is important to learn from someone else experience for our own benefits.

### **2.3 Products or Services**

Café Café serves scrumptious delicacies merging together Asian and Western flavours together for everyone to enjoy. As for locals, they will be able to experience something new through their taste buds as this restaurant is considered "out of the norm", in a good way of course. To make things better, some of their dishes come in big portions so customers can share their meals together especially those with the same tastes thus making them bond over food. Afterall, "the best way to a person's heart is through their tummy" as one would say. One of their best-selling items of such portions is their "Thai Pineapple Fried Rice". It can serve up a group ranging from two to four people.

Other than that, they also host events anyone could ask for such as business parties, birthdays, anniversaries and so on. This is a way for them to show how diverse they can be by granting customer's wishes, tending to their wants. They are smart in utilizing the space they have. This restaurant has a very nice atmosphere to it in general paired with nice music and beautifully decorated surroundings.