

CS-AM-B



UNIVERSITI
TEKNOLOGI
MARA

CAWANGAN SARAWAK
KAMPUS SAMARAHAN

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

**CASE STUDY
KAFE DAPO EMAK**

PREPARED BY;

FACULTY	: FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
PROGRAMME	: DIPLOMA IN PUBLIC ADMINISTRATION
CLASS GROUP	: AM1104B
PROJECT TITLE	: WRITTEN REPORT ON CASE STUDY OF KAFE DAPO EMAK
GROUP MEMBERS	: 1. TASHA JENKINS LIKAN ANAK SITI (2017800164) 2. LAURA RAMAE ANAK WILSON NUGA (2017260702)

PREPARED FOR

MADAM SITI MARDINAH BINTI HAJI ABDUL HAMID

SUBMISSION DATE

29/3/2019

EXECUTIVE SUMMARY

Kafe Dapo Emak have been recognised mainly by the UiTM Samarahan students. This is due to the location nearby to the campuses of UiTM Sarawak which is located in Desa Ilmu. Kafe Dapo Emak offers various kind of dishes specially Malay cuisines and many more. The major problem faced by the business is advertising. This problem is related to lack of publicity and lack of customers. This advertising problem is closely related to a huge competition among other businesses in Desa Ilmu. Therefore, Kafe Dapo Emak needs to strive more with their competitions in order to maintain their business.

TABLE OF CONTENTS

	Page
EXECUTIVE SUMMARY	1
TABLE OF CONTENTS	2
Introduction	3
Company Information	4
Company Analysis	6
Business Problem	7
Recommendations and Improvements	9
REFERENCES	10
APPENDICES	11

INTRODUCTION

Entrepreneurship study essentially provides students with crucial knowledge regarding on skills and management to elevate entrepreneurial success in a various form of settings. Entrepreneurship study are offered in every level of schooling such as primary, secondary and tertiary educations.

Entrepreneurship study focus on achieving of opportunity, development of skills and to train them regarding on management of a hierarchical business. These approaches share an interest of striving profit in every operating businesses.

Therefore, the purpose of case study is to analyse a business and to describe the implementation of preferred product or solution. Thus, a case study collects the details of the entrepreneur business objectives and challenges.

However, as an entrepreneur there are many obstacles that should be overcome with and one of the problem is advertising. In order to establish a business, an entrepreneur must promote their services or products so they can attract customers to purchase their goods. Therefore, advertising through social media is the most common concept to advertise their goods and to influence people that their services and products are better than other businesses.

COMPANY INFORMATION

“Kafe Dapo Emak” also known as Dapo Emak Cafe was established and started its business since the 2nd of March, 2019. It is located at Desa Ilmu, Kota Samarahan, Sarawak. The location is very convenient and strategic as it is also located nearby UiTM Kampus Samarahan and UiTM Kampus Samarahan 2 area. Dapo Emak Cafe took over Ket’s Kitchen and rebranded itself as Dapo Emak.

The founder of Dapo Emak Cafe is Affizan Bin Mahmud, also known as Affizan. Affizan lives in Kuching with his wife and children. He started the company in March of the year 2019 with only him and his partner, Mohammad Razi Bin Razali as partners and the sole founders of the company. Before being a businessman, Affizan worked for the Malaysian Armed Forces in the Malaysian Army component. He then quit his job in the army and started from a small stall, selling Kolok Mee at Ket’s Kitchen in Desa Ilmu. After a couple of years having an operational and good business, Affizan invested with a business model of RM100,000 by taking over Ket’s Kitchen location at Desa Ilmu and renaming it as Dapo Emak. This is due to Ket’s Kitchen relocation from Desa Ilmu to Matang Jaya. Izi Melati Binti Azmi holds the position as the supervisor and cashier of the cafe.

For Dapo Emak Cafe, we had detected that Dapo Emak Cafe is using two kinds of business model which are “Low Touch” and Sole Proprietorship.

- “Low Touch” business requires minimal involvement or assistance from employees in selling products or services. The customers are buying the products and services, and don’t place much value in the individual selling to you. An advantage to this model is that it will need a lower cost for you to acquire customers as hiring more employees and maintaining a sales team can be quite expensive.
- Sole proprietorship is a business that legally has no separate existence from its owner. Income and losses are taxed on the individual’s personal income tax return. The sole proprietorship is the simplest business form under which one can operate a business. The sole proprietorship is not a legal entity. It simply refers to a person who owns the business and is personally responsible for its debts. A sole proprietorship