



**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

CASE STUDY

MOM'S LAKSA

FOOD BUSINESS

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EXECUTIVE SUMMARY

Every company has a business strategy to get ahead of its competitors. Mom's Laksa, as one of the delicious laksa recipe that offers consumer in an awe expression and also a huge hit among consumer plus at which they keep striving to develop their unique set of business strategies.

Mom's Laksa is strong in making head start in emerging economies and has been making significant contributions to the ideas of creating innovative laksa recipe. Emerging economics where cheap price of raw material can be turn into something delicious with only a tips of touch and a few adding of ingredient.

This is in fact more than enough to take Mom's Laksa somewhere better in expanding their horizon to share and promote their product to overseas or event outside Kuching area which may be their greatest achievement. Nonetheless, as competition intensified their goal seem to be getting even harder to achieve.

SinceEver since Mom's Laksa started their buiness during 2010, strategic evolution is still ongoing to get out of their dreadful situation in getting by other business company as one of the company's milestones.

The purpose of this report is to critically analyse the strategies that have propelled by Mom's Laksa in bringing up their game and step in even more evolutionary way of thinking.

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INTRODUCTION

Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. Variations of entrepreneurship education are offered at all levels of schooling from primary or secondary schools through graduate university programs.

Entrepreneurship education focuses on the development of skills or attributes that enable the realization of opportunity, where management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving “profit” in some form, which in non-profit organizations or government can take the form of increased services or decreased cost or increased responsiveness to the customers or clients. However, to be an entrepreneur, there are many challenges that must be overcome.

The company that we have chosen is Mom's Laksa. We have identified the problem that exist in this company. The first problem of Mom's Laksa is the delivery of raw materials to the company. The raw material is seafood such as shrimp or bamboo clam. These seafoods only can be found within certain season. It might be a problem because shrimp is the main ingredient to make a perfect laksa. The second problem is their process and services. It has been assumed that their services might become slow when they serve a lot of customers. One of the reasons must be because they are lacking staff. Next problem that have been identified was, the company technology is quite outdated. For example, they might not update their new menus on their webpage. The customer will think that they only have old menus on their list.

Company information

The name of mom's laksa is come from one mother who is sale laksa from a small stall. But from day to day the demands from customer increase. It makes the owner have an idea to open seven branches. The first mom's laksa open is at Astana and followed at Jitak, Betanak, Samarahan, Matang, Aiman mall and the latest one at Batu Tujoh. Mom's laksa is a family business. The mom's laksa care given to children. For any branches of mom's laksa is has one owner. Target market of mom's laksa is open for everyone. Mom's laksa menu is multiplied not only laksa Sarawak but also mee belacan and ayam penyet. Their target for customer is at weekend. Their mission is "every day must be satisfied customer". Their time of operation business hours is from 6:30 a.m – 10:30 p.m.

The first level organizational structure at mom's laksa is family member who become boss. Second level is manager and admin and followed by their workers. The function of boss at mom laksa is to monitor the workers doing their work and give supply of spice laksa it's because just family member who know the recipe of that spice laksa at mom's laksa. For manager or admin they works is to make sure the process at mom's laksa run smoothly and also to make sure there is no problem while employees are doing the jobs.

Business model for mom's laksa is just at area kuching. They not yet have franchise at area outside from kuching. But for product and services at mom's laksa is their provide catering. This is menu at most of demand from customer if they have catering such as laksa Sarawak, ambal, and sotong special. Services at mom's laksa not only at their shop but also include catering to services their product. It make customer easy to have catering at hari raya aidlfitri and gawai for open house.