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UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**CASE STUDY**  
**SECRET RECIPE**  
**PRODUCT ORIENTED COMPANY**

**PREPARED BY:**

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## EXECUTIVE SUMMARY

The case study that has been done by ENT300 students of UiTM is important because it can enhance a student's skills on how to evaluate on a company based on a company's problem and the solutions that the company has tried to use to surpass the problem. The target that my team has chosen is Secret Recipe. The shop that we interviewed is one of its branch that is located in Kota Samarahan. The method that we use to search for data is face-to-face interview with the manager who is currently working at the Kota Samarahan branch.

Secret Recipe is a cafe that can be found worldwide especially in Malaysia that offers a friendly and personalized full-service dining experience for customers and incorporates a modern contemporary and great cuisines. The cafe is famous for its cakes but it also sells other types of cuisines like Western cuisine and Fusion cuisine.

The branch that we choose for our project is situated at Summer Shopping Mall, Kota Samarahan. It was established in 2014 and was owned by Mohamad Othman bin Sabli. Its business operation started from 10a.m until 10p.m daily. Their target market are mostly adults, students and also children. The location that the cafe was situated gave it plenty of competitors mainly Singapore Chicken Rice restaurant (SCR) and Kentucky Fried Chicken restaurant (KFC) because most of their target market especially students are prone to buying fast food instead of buying cakes and fine dining cuisine.

Secret Recipe has its strengths where they have a strategic location which is Summer Mall where it is the centre location of students especially UiTM and UNIMAS. They Practices a good hygiene. Good hygiene is most important things to be apply while preparing the food, serving food to the customer, kept a proper hygiene on the surroundings of the restaurant or in any circumstances.

However, despite their strengths, they still facing some problems and weaknesses such as poor marketing strategies and lack number of employees. The major problem that the Secret Recipe in Summer Mall currently face is the the time taken for the food to be serve. This problem occurs because of the lack of staffs in the kitchen to assist the chef in preparing the food. The cafe often receives complaints about the same problem especially during the festive season. However, in order to solve this problem, Secret Recipe in Summer Mall can recruit new staffs or hire a part-timer and also install some entertainment facilities to attract the customer's attention while waiting.

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## INTRODUCTION

Entrepreneurship education is a learning subject which seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in variety of settings. There are many type of variation of entrepreneurship education. It is offered for all levels of schooling from primary or secondary schools to graduate university programs. Entrepreneurship education mainly focuses on the development of skills or attributes that enable opportunity realization, where the management education is focused on the operation of existing hierarchies on the best way. No matter what type of entrepreneurship that is chosen to be use, both approaches will definitely share an interest to obtain 'profit' in some ways.

In order to be an entrepreneur, there are many difficult challenges that needs to be face and must be overcome. Some of the problems are mainly:

➤ **Abandoning another career**

If you have the idea of opening a business, then it will be impossible for you to have another career. In order to starting and nurturing a business to success then one will have to dedicate themselves to the business so it will be nearly impossible for someone to have another job. At first, it might be easy to manage your business while having a day job but if you want your business to growing significantly, you have no choice but to quit your day job.

➤ **Finance**

Unlike newcomers, experienced entrepreneurs are more advantages when it comes to opening a new business. Of course finding and opening new business are not easy even for the experienced entrepreneurs, however, the experiences entrepreneurs might be advantageous in the financial department. They might have savings from their previous business or a steady stream of revenue they can use to find a new business's cash flow.

➤ **Team building**

This practice will be especially hard for those who have never run or managed a team before unless you have management experience because picking the right team for a start up is successful and difficult. Its easy finding members to fill up the team, however, you need also to consider the cost and usefulness to the business like their culture fit and how they'll work as part of your overall team. These considerations will put you under super pressure when you need to fill the empty spots as soon as possible.

The purpose of students who studies Fundamentals of Entrepreneurship (ENT300) to the case study is because to make sure the students are able to learn better by seeing and

## COMPANY INFORMATION

### Company Background:

Secret Recipe was a restaurant that can be found in worldwide including Malaysia, Singapore, Indonesia, China, Brunei, Maldives and Bangladesh. Secret Recipe Cakes & Café offers a friendly and personalised full-service dining experience for customers and incorporates a modern contemporary and a great food. It has one of the fastest growing lifestyle cakes and café chain in the region with over 440 café outlets.

Secret Recipe has 10 branches in Kuching Sarawak and the headquarters in Sarawak was located at Kuching city. In Kota Samarahan, Secret Recipe that was located in Summer Shopping Mall Kota Samarahan, Kuching was established in 2014 with Halal certification awarded by Jabatan Kemajuan Islam Malaysia (JAKIM). It was owned by Mohamad Othman bin Sabli where the number of License is LIC000109. Secret Recipe's business operations is started at 10 a.m. until 10 p.m. and open every day. The company has 6 employees including the supervisor, chef, waiters and waitress. Secret Recipe does not provide any information on the organizational structure of their company. They also do not provide any Award information.

This type of company is product company as they provide food for the customers and the business model is franchise. Secret Recipe's vision is to ride on the success of Secret Recipe brand and engrave a good brand impression in all over the world. As for their mission is strive to provide the best satisfaction to their valued customers and provide friendly service beyond customer's expectation and serve premium quality products. Secret Recipe promises a value lifestyles proposition of great variety and quality food at affordable prices. Besides that, Secret Recipe has future plans where they want to add more new menu to improve and diversify their menu. They also want to open a new outlet of Secret Recipe at Matang Jaya. This company have provided procedure on table setting for food and setting for beverage & cakes or brownies.

Other than that, Secret Recipe's target market are all customers including adults, students, and even children because they provide fine quality cakes, fusion food and other beverages. Their target customer was estimated 50 people per day on weekdays and up to 100 people on weekends. The company peak hours were during the lunch time between 11 a.m. to 1 p.m. and dinner time at 6 p.m. Secret Recipe's competitive was the Singapore Chicken Rice restaurant and KFC restaurant which located near their shop in the Summer Shopping Mall. This is because nowadays, many people or customers especially students are prefer more fast food such as KFC restaurant instead of Western food or Fusion food.