



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

CS-AS

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

CASE STUDY

BARONG TINUK

FOOD BUSINESS

PREPARED BY:

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCE (AS120)

SEMESTER : 5

PROJECT TITLE : CASE STUDY ON BARONG TINUK

GROUP MEMBERS : 1. ABG ALAUDDIN BIN ABG MARZUKI @ ABG

SAPERI (2016695656)

2. NURUL IZZATI BT SOFIAN (2016695932)

3. IQMAL FASHREEN ANTHASHA BT JAPRI

(2016487712)

4. MOHAMAD NAZRIE BIN ZULKIPLI (2016603476)

5. NUR NADIA SHAMIERA BT NASARUDDIN

(2016452482)

6. PALISSA NAIN TARANG (2016639568)

LECTURER'S NAME : MDM SITI MARDINAH

SUBMISSION DATE

29th October 2018

TABLE OF CONTENT

CONTENT	PAGES
EXECUTIVE SUMMARY	1 - 2
INTRODUCTION	3-5
PURPOSE OF THE BUSINESS PLAN	6 - 8
BUSINESS/COMPANY BACKGROUND	9 - 14
PARTNERS/SHAREHOLDERS BACKGROUND	15 - 20
ADMINISTRATIVE PLAN	21 - 29
MARKETING PLAN	30 - 41
OPERATION PLAN	42 - 52
FINANCIAL PLAN	53 - 73
CONCLUSION	74 - 75
APPENDICES	76 - 77

1.0 EXECUTIVE SUMMARY

Barong Tinuk known as one of the great restaurant that serves unique taste of Melanau's dishes. Linut, umai, ayam tinuk and ikan tinuk are the customer's favourite dishes when the customer come to have dinner with their beloved family. Barong tinuk well-used the Facebook as their promoting platform which help the customer to recognise their restaurant better.

Based on the S.W.O.T analysis that had been done, the strength of this business is come from their strong leadership, the great teamwork between the workers, the menus are different than other restaurant and their strategic location. Secondly, the weakness of their restaurant is lack of facilities, poor services, the insufficient of raw material, and limited operation hour. The opportunity that we are able to see is they should improve their facility, widen the menu choices, open a new branch and improving their services. Last of the S.W.O.T analysis is their threats which are rising price of raw materials, presence of competitor, weather condition, unstable economy.

However, Barong Tinuk have three major problem which are lack of facilities, insufficient of raw material and the limited operation hour. Firstly, the lack of facility such as the limited parking slot that will cause a lot of trouble for the customer to park their car safely. Secondly, insufficient of raw material like prawn, fish and other as the supplier deliver it late or rainy season. As the result, they need to exclude the specific dish for their menu for that day. Lastly, the limited operation hour where they only operate the business during night seriously made the business to run slowly as the huge number of customers that need to be served.

The target market of customers' characteristic are customers from all income level, and for all the customers' level of ages.

2.0 INTRODUCTION

According to Carl Menger, an entrepreneur act as an economic agent who transforms resources into products or services. The entrepreneur transforms and gives added values. Business is a commercial operation or company. The company that we choose to study is Barong Tinuk. Barong Tinuk is one of the well known restaurant that serves 'Melanau' cuisine. 'Melanau' food are difficult to find around Kuching because it is a special dish that only can be prepared by the Melanau.

We had gathered information of this case study by interviewing one of the Barong tinuk's representative, Miss Azee Nurriha Binti Bajuri @ Juzi (2018). From the interview we have found that the restaurant faces several problems. The major problem that Barong Tinuk facing is the number of workers. Which this will affect the restaurant service towards customers. Other than that, the operation hours of the restaurant is also one of the problem. Because they only operate during night time.

The purpose of the case study is to gain knowledge on how to run a food business. Throughout this case study, we also get to know about the S.W.O.T Analysis (strength , weakness , opportunity, and threat) of the business. This case study consists of five parts. The first part of the company information that we are going to cover the company information which are the organizational structure, the business model, the product and services, the overall business strategies and the financial achievements.

3.0 COMPANY INFORMATION

3.1 Background Of The Company

Barong Tinuk restaurant was first established around 1980's by Hairiyan Apandi. She started this company with only her and her husband as the sole founder and the only staff in the company. After a couple of years working and having a good business, Madam Hairiyan started to add more employees.

Barong Tinuk got their name from the Melanau dialect. 'Barong' in Melanau means village and 'Tinuk' is grill. It is because at that time they only serve dishes that are roasted.

They started from selling only 'ayam tinuk' and 'ikan tinuk' at a stall at Taman Letak Kereta which is now known as Top Spot. The business started to grow and they change their business location at Jalan Matang in April 14, 2004. By the year of 2010 until 2011, they moved to Lembaga Amanah Kebajikan Masjid Negeri Sarawak (LAKMNS) but they changed their business to canteen and catering. However, their business were not going well so the canteen and catering business only operated for few months. Then, they changed the location at Jalan Semarak, Petra Jaya in 2011 for the sake of attracting customers easily and to increase the profit.