



CASE STUDY

Zara Cafe

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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PROJECT TITLE	: Queue in Zara Cafe
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	PAGE
1.0 INTRODUCTION	
1.1 Background Of The Study	1
1.2 Problem Statement	1
1.3 Purpose Of The Study	1
2.0 COMPANY INFORMATION	
2.1 Background	1
2.2 Organizational Structure	2
2.3 Products/Services	2
2.4 Business and Operational strategy	2
2.5 Financial achievements	3
3.0 COMPANY ANALYSIS	
3.1 SWOT	4
3.2 Consumer Trend Canvas	5
4.0 FINDINGS AND DISCUSSION	6
5.0 CONCLUSION	12
6.0 RECOMMENDATION AND IMPROVEMENT	12
7.0 REFERENCES	15

1.0 Introduction

1.1 Study background

The study will be focusing on Zara Cafe in Anjung Selera Cafeteria FSPU Puncak Alam. This stall provided food such as chicken rice, *nasi kukus*, fried rice and variety of dishes for lunch. The target customer are students, staffs and visitor. During lunch time and dinner time, the customer have to get into long queue.

1.2 Problem statement

- Lack of labor force
The total employee of the stall only 2 people per shift.
- Effectiveness of food product
Time taken for food production to long because it takes about 15-20 minutes.
- Lack of promotion

1.3 Purpose of study

The purpose of study is to analyze problem regarding to queue in Zara Café and propose the best solutions to reduce.

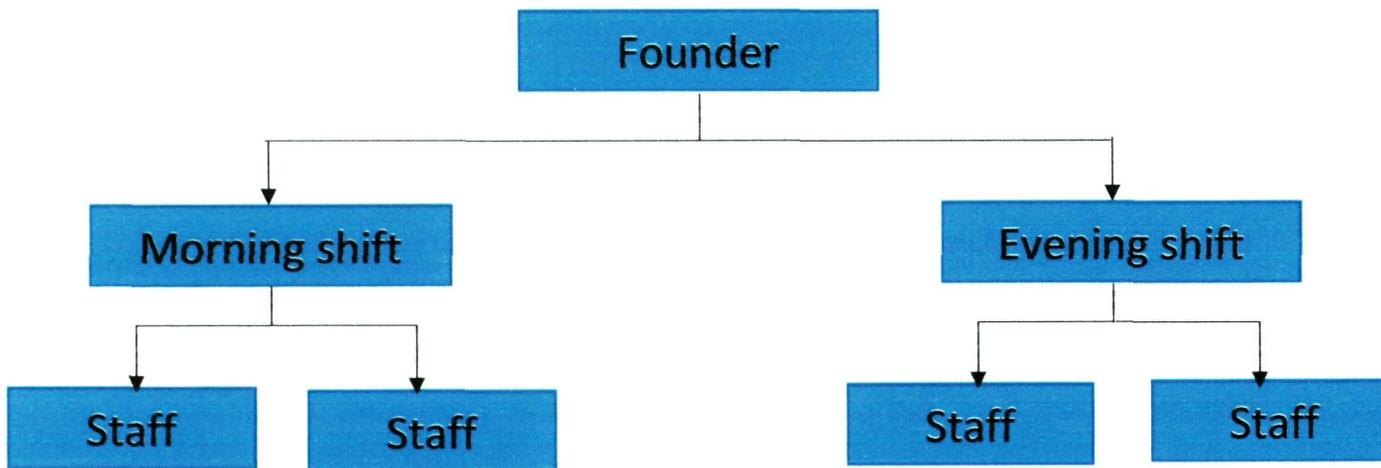
2.0 Company information

2.1 Background of Company

The company operates at Anjung Selera Alam Bina, Universiti Teknologi MARA (UiTM) Puncak Alam. The stall name is Zara Cafe. The company is one years old, which starts operating in 2017. The products and services offered are fried rice, Nasi Ayam, Nasi Kukus, Shell Out, Mee, and Bihun

The business target group is focused on UiTM Puncak Alam students themselves. Zara Cafe runs business from Sunday to Friday and at 8am to 10pm. The number of staff used in this company is 4 people.

2.2 Organizational structure



To make this business successful, systematic and creative governance is needed. The number of employees in the company is 4 including the founder of the company, manager and assisting by four staff. Founder of the company is the chairman who plays the role of managing finances. Founder will be assisted by manager in doing business. Manager also plays an important role in hiring several capable, committed and responsible workers in ensuring that the company continues to be in the best group. There are four staff responsible for doing business in shift time either morning or evening. Staff assignments are to serve customers, cook and prepare meals.

2.3 Products and Services

Zara Cafe products and services prepare great meal for eating during breakfast, lunch and dinner. Therefore, Zara Cafe offers foods such as chicken rise, *nasi kukus*, and fried rice and so on.

2.4 Business, Marketing and Operational Strategy

This section has three things that will be discussed, among which is the business of the company, marketing and operational strategy.

2.4.1 Business strategy

Zara Cafe is located at the Built-in Anjung Rasa Alam. There are 7 stalls offering different types of products and services such as hot drinks, cold drinks, heavy food and fast foods.

Zara Cafe is a number 3 stall that offers 'Grab and Go' based products and services such as nasi ayam, nasi kukus and so on. Zara Cafe also offer other services from others which are able to provide the uniqueness and differences, mostly sells heavy food. Next, it is able to reduce competition among each other.

2.4.2 Operational strategy

Zara Cafe runs business on Sunday through Friday. Operating hours are from 8am to 10pm. The number of staff used in this company is only four. There are four staff responsible for doing business on shift times. In the morning, two staff will start a business and be followed by two staff in the evening. Working hours for morning staff are 8 am to 3 pm while evening staff is 3 to 10 pm.

The task of a staff is to serve customers, cook and keep the financial flow throughout the business. For example, two staff who worked, one would cook and another would serve customers or help to cook. In this way it is able to launch a move when trading.

2.5 Financial achievement

In this part will be review the financial achievement where the income of Zarah Cafe by day, month and annually. As the general, the operational working of Zara Cafe is 7 days in a week, 5 month in a semester and 10 month in a year. There are two type of income which are basically income and influence income. Basically income is the income of the company without any influences such as programs, event, etc. Meanwhile, influence income is the income by the programs, event, etc that boost the money to company. Influence income usually have two to three programs in a semester such as Fun Run, Sport Day and faculty program itself. The programs also take only one to two weeks in a semester next can generate the income of entrepreneurs at Anjung Selera Alam Bina, UiTM Puncak Alam. The calculation of influence income is:

Table 1.1: Income of company

PERIOD OF TIME	TYPE OF INCOME	INCOME OF COMPANY
A Day	Basic	RM 300
Monthly	Basic	RM 9,000
Annually	Basic	RM 90,000