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(ENT300) CASE STUDY

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First and foremost, I would like to express my sincere gratitude to Mohammad Juzaili bin Rahmani for allowing me to interview and experience first-hand on how to run a business. He is my brother-in-law and the owner of Pak Tongko & Donut which became the main subject of my assignment.

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EXECUTIVE SUMMARY

While I was doing the interview, I got to acknowledge the hardships and hurdles that an entrepreneur has to face in order for the business to be successful.

Furthermore, I learned about entrepreneurial ventures on how to run a business using effective strategy and opportunities. The entrepreneur that I interviewed for my case study is Mohammad Juzaili bin Rahmani. He is the owner of Pak Tongko & Donut. He has a store that sells donuts and a Malaysian cuisine which is known as 'cakoi'.

Besides that, I acknowledge the fact that an entrepreneur must possess the Entrepreneurial Competencies for the business to run smoothly. The competencies can also encourage entrepreneurs to think various ways on how to overcome the obstacles in the business field. It astounded me how entrepreneurs could put those concepts into their daily life management.

To simplify, as a student, it was my pleasure to learn about the business field management and the entrepreneur way of thinking into solving problems while managing the franchises successfully. I conclude that entrepreneurship is a space for the community to build connection amongst each other and acknowledge the self-improvement needed.

1.0 ENTREPRENEUR PROFILE

The company's name is Pak Tongko & Donut. The owner's name is Mohammad Juzaili bin Rahmani. He chose to own the business because the previous owner had not been successful in making the brand knowledgeable due to the lack of advertisements about the store. Therefore, Mr. Juzaili decided to grab the opportunity and raise the brand himself.

The business product that this company offers is the Malaysian cuisine called 'cakoi' and donuts. He chose to own a food brand because nowadays the community are more attracted to food instead of objects. For instance, cakoi is one of most loveable cuisines in this country and a lot of people eat them for breakfast or even casual snacks. This will raise the demand from customers and make it easier for Mr. Juzaili to spread the word even more the brand.

The original founder of the brand is Mrs. Zaharah and her family have been serving Pak Tongko & Donuts for 20 years. The business was run by her family and heirs until the youngest heir decided to sell it to an entrepreneur that is more capable. They wanted the brand to continue by its name and products, hence why new owners did not change the original brand name.

The location of the food stall is in Taman Seri Pinang, Permatang Pauh, Pulau Pinang. With the brand that must be known to some people in Permatang Pauh, they have the fixed customers who always go to their stall to buy the food. Their food had a great taste that we could never get in other food stalls. This is to keep the business going and other owners would continue its legacies.

In that area, Mr. Juzaili said that the stall does not have any competitors to make the same product so he thinks this is an opportunity to enlarge the business. This will become a big opportunity for him and his business line. He was thinking of adding the franchise business for the brand and adding another area of chain stall in future.