



اَوْنُوْ رَسِيْتِيْ تِيْ كُنُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**  
**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**  
**(BA118)**

**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**(ENT300)**

**CASE STUDY REPORT**  
**BURGER**



**Prepared by**  
**MOHAMAD ZUHAIRI BIN LIZA**  
**(2019675168)**  
**D1BA1184A**  
**Prepared for**  
**SIR AHMAD MUDZFIR**

## TABLE OF CONTENT

NO.	Criteria	PAGE
1	<b>Cover page</b>	1
2	<b>Table of Content</b>	2
3	<b>Executive Summary</b>	3
4	<b>Introduction</b>	4
5	<b>Entrepreneur Profile</b> Some brief information on owner and business	5
6	<b>Entrepreneurial Competencies</b> (Explain at least 4 entrepreneurial competencies)	6-8
7	<b>Appendices</b> (Pictures, Reports, Newspaper Articles etc)	9-12
8	<b>Overall report</b> Spelling, Sentence structure, Grammar	13

## **1. EXECUTIVE SUMMARY**

The main point of this case study is that it allows us to see a real-life situation in which we can notice an issue that has to be fixed.

Pak Tam's Burger is the stall where I did my case study. He sells burgers that he has developed over time. His shop is located at Jalan Sultan Abdul Samad 1 and has 30 years of experience, which he plans to continue.

During my preparation for this stall, I discovered a few flaws in the business process. Marketing activities, operating activities, administrative activities, and financial activities are all key issues for the booth.

The shop has no marketing strategy, which is a problem in marketing efforts. The operation activities come next. The issue with stalls is a lack of personnel. Pak Tam's, the proprietor of the booth, is the only employee of the stall. Due to the fact that he makes the burger by himself, his service is slow. The shop does not preserve any business records for administrative purposes. As a result of his lack of personnel, he should hire another employee. Last but not least, in terms of financial activity, he has a problem with maintaining cash flow. He must ensure that their profit exceeds their expenditure.

I examined these issues utilising SWOT analysis as one of our techniques for solving problems and recommending a solution to our mentor.

## **2. INTRODUCTION**

### 2.1 Intro About myself

Assalamualaikum, I am a Kelantan UiTM Campus Machang student. Diploma in Office Management and Technology is the course that I am enrolled in. The case study was assigned to me because it is part of our ENT300 syllabus. I was obliged to produce a report based on our business mentor's study.

The goal of this case study is to provide me a better knowledge of how to evaluate the business plan I've chosen. This case study is being completed in order for me to analyse a firm in depth so that I can run one effectively and efficiently in the future. In a roadside stall, I studied a business. Pak Tam's Burger is the name of the stall, which is derived from the owner's name.

I researched the company's history as well as the service delivery procedure. In this study, I was able to assess my entrepreneurial expertise. The goal of this research is to learn about the obstacles that the business owner faces in running the company and to come up with ideas to help him overcome them. After thorough inspection and contacting the booth owner, I was able to pinpoint the issues. I began by speaking with the stall's proprietor and conducting an interview with him to learn more about the business.

### 1.2 Purpose of case study

- To study the attributes that can be seen in this stall.
- To study the potential of this stall compared to other stall who run this product using different concept.
- To identify the strength, weaknesses, opportunities and threats of this company.

1.3. Business problem description (Problem may be process, technology, product/service oriented. This section should not include any discussion related to solution)

- This business low of packaging to maintain the quality of the products.
- The owner does not try to promote the business through technology which is social media (facebook, Instagram, telegram website or others).
- Business premise is not known by people who live far away from the premise location because does not has any advertisement such as banner.

- This business does not have any workers to produce more products.