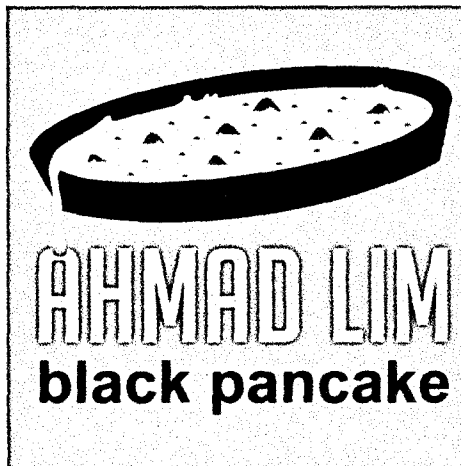




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UNIVERSITI
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**COMPANY ANALYSIS
OF
AHMAD LIM BLACK PANCAKE**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

CASE STUDY

GROUP : NBH6A

**GOUP MEMBERS : 1. Nur Ain Bt Mohamed Abdul Fatah (2012102747)
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INTRODUCTION

The product that has been chosen by our group is Ahmad Lim Black Pancake. Ahmad Lim black pancake was founded by Uncle Ahmad Lim in 2015. Within the food and beverage industry in Malaysia, Ahmad Lim Black Pancake is like the pioneer in introducing the black pancake into the Malaysian market.

The main mission of Ahmad Lim Black Pancake is to give maximum delicacy to their customers. Because of this their followers are willing to spend more for personal satisfaction. As we know, not all customers are willing to spend more on foods. We would like to propose the best solutions in order to enhance Ahmad Lim's existing business plan so that the products can be enjoyed by everyone and to analyze the product and services that are offered by Ahmad Lim company.

COMPANY INFORMATION

Ahmad Lim black pancake was founded by Uncle Ahmad Lim in 2015. Uncle Ahmad Lim is the same person who founded the brand of Cheese Cheese Jakarta in 2013. The main mission of Ahmad Lim Black Pancake is "To give maximum delicacy to our followers. Because of this our followers are willing to spend more for personal satisfaction."

Ahmad Lim Black Pancake started with a stall in Bandar Baru Bangi. They now have 4 restaurants in Bandar Baru Bangi, Shah Alam, Melaka and Johor Bahru and a mini café in Wangsa Maju.

The core products that Ahmad Lim Company offers are thick pancake base that is in Vanilla and original black coco pancake with varieties of luxurious modern toppings like Nutella, Skippy peanut butter, cheddar cheese, Toblerone and Kinder Bueno. Others include banana fritter, spicy soup noodles and Hainanese chicken rice and also beverages.

Ahmad Lim Black Pancake Company are planning to open more branches in the future with a variety of popular street foods offered.

COMPANY ANALYSIS

SWOT Analysis

Our group SWOT analysis to study the internal and external environments of Ahmad Lim Black Pancake Company through the identification and analysis of the strengths and weaknesses of the organization, and the opportunities and threats to which it is exposed.



Business Model Canvas

FINDINGS AND DISCUSSION

Findings

Throughout our own observations which by visiting and interviewing some of the workers and their customers in the two main branches (Bandar Baru Bangi and Shah Alam) we found out a few area of weaknesses in Ahmad Lim Black Pancake company. The significant weakness that we see here is that the pancake is actually overpriced for an average taste of pancake with added toppings. Ahmad Lim Pancakes price is starting from RM35 to RM60 per dish and it can be more than that with an extra cheese added. It's also supported by customer's comment that found on web review.

The second weaknesses that we found are there no customer service in the shop during customers dine-in. All they need to do is ordered the pancake directly to the maker and they will serve the pancake in a box with no cutleries, napkin or plate and customers need to ask for fork and tissues. On top of that, customers need to clean the leftovers on the table before them as no staff seemed to be available.

Discussion

The major problem that we can pull out from Ahmad Lim Black Pancake Company is that the company is lack of products engineering and service oriented skills. Even though the company's mission is to give maximum satisfaction without worrying to spend more, they need to strategically think on overall target customers. Not all customers are willing to pay more on a piece of pancake and for that; the company might only have only targeted customers. In order to sustain the business for longer period of time, we propose to have a smaller portion of the size of the pancake which can decrease the price up to 1/3 of its original price. Furthermore, with a smaller size per order, they can attract more new customers that want to try out their pancake for the first time. It might seems like a normal mini "Apam Balik" dish if the size get smaller but Ahmad Lim Black Pancake would not lose their product originality or taste if the size is reduced.

Secondly, the company should have sufficient number waiter/waitresses to support daily operation in the restaurant. The company started up the business as a small stall that only for take away service but since the company are becoming into a restaurant chain with added menu and beverages, they must take this point seriously because one of the products attraction is also a customer service that come with that. Customer will be very pleased if there is someone attending them even though it's a snake kind of restaurant. The running cost of hiring

extra worker might be increase but in return, the company will have a good dine in experience from satisfied customer and they might come back for more in future. This will build a good rapport between the seller and the buyer.

CONCLUSION

Ahmad Lim Black Pancake Company has becoming popular from the day they start up the business. The company is available in the market for only 2 years, selling pancake and yet they are growing with additional branches and upgraded from stall to restaurant. It's a proof that the product is acceptable by the customers. If the products are good and satisfying, definitely they can attract more customers but in order to sustain the new and existing customers in the future, product engineering is necessary. Plus it must come with a good customer service. They need to ensure that each time customers walk in to eat, they left the restaurant with satisfaction on the products and also the service provided by the staffs.