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## COMPANY ANALYSIS

### KITCHEN KRAFT CAFE

#### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## EXECUTIVE SUMMARY

In this company analysis, we choose Kitchen Kraft Sdn. Bhd as our case to be studied. The study are done to identify and determine the management and flow of the company. This study also is done to identify the way they overcome their customer and business problem. At the beginning, we conducted an interview with one of the staff that work at the Kitchen Kraft Sdn Bhd. The information obtained include the background of the café, organizational structure, products, technology used and the service provided. We also get the information regarding to their target market, financial and the strategy marketing of the café.

As to make sure the company develop, they have their own strategy in achieving their goals and objectives. Therefore, SWOT analysis is done by analysing the company's strength, weakness, opportunities and threat in the real business. By doing this, we get to analyse and find the solution in order to fulfil and to overcome the Consumer Trend Canvas (CTC) analysis. Thus, customer's need and expectation can be achieve.

## 1.0 INTRODUCTION

### i) Background of the Study

The study is about Kitchen Kraft Café Sdn Bhd. The case study was done in an interview session with one of the worker Kitchen Kraft Café which is Miss Aina, and observation of the café. This study was conducted to collect the information regarding the background of company, the management system, financial, and problem of the company. The report need to be done regarding on the interview and observation from the owner or worker from the company. Afterwards, all the findings need to be listed with the recommendation to overcome the problem in the café. The SWOT analysis and Consumer Trend Canvas (CTC) is the tools that we will use for the case study.

### ii) Problem statement

This case study is conducted to analyse the real situation of entrepreneurship. For this case study, we have chosen Kitchen Kraft café to conduct our investigation. Kitchen Kraft café faces lack of worker. This café only have 4 main worker. so if any worker have problems and cannot come to work, it will affect the productivity of other worker because other worker need to cover the many work. This also will cause the preparation of food take a longer time which cause the customer become impatient. Thus, addition of some workers need to be considered to increase the productivity of worker.

The theory that have been utilized by Kitchen Kraft cafe is customer service. The customer can request what design of the cake they want and order other cake or dessert that they for the event. Besides, the café also provide food delivery for the customers that do not have time to come to the café. Miss Aina, the worker that we interviewed said that if the customer are satisfy with the services, they will give a positive review and they will recommend the café to their family and friends.