



اَوْبُو سَيِّدِي تَتِيكْنُو لُو كِي مَارَا
 UNIVERSITI
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 MARA



COMPANY ANALYSIS SEVENLICIOUS CAFÉ

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Case study is a study of a business or an organization in a way that can describe on how, as a client, that business or that organization benefited by implementing the preferred and correct products or solutions. Therefore, the case study has been conducted towards Sevenlicious Café, which is located in Shah Alam, Selangor. This food and beverages (F&B) business is a newly developed business that is currently being run by an experienced businessman, Lar. Dzarul Hardy Azwar.

Despite that, there will be no perfect company with no issues or problem. Thus, difficulties to offer a quick service as a lot of customers waiting in line since they usually come in groups is one of the major problem that occurred in Seventeen Café. So that, there are a few alternatives solutions for this problem that suggested for the improvement such as the restaurant should be using iPad POS system which can prevent time-lagging for the customers and Sevenlicious Café should make online ordering or reservations as it can help the customers to eliminate the waiting time. So, from both alternative solutions, the best one that has been chosen is to offer a drive-through service to the customers as it offer fast service, better menu displays and can easily make quick purchase for the customer. Lastly, by following the SWOT analysis guidance, managed to analyse and discover the strengths, weaknesses, opportunities and threats in Sevenlicious Café.

1.0 INTRODUCTION

1.1 Background of the Study

Running a case study of entrepreneurship is a necessity for each student undertaking higher education in an Institute of Higher Education (IPT). This study stimulates and develops the skill of each students, for future uses, not to mention it will improve the communication skills of the students involved, and improving their confidence. By completing this study, the students involved will also be exposed to the entrepreneurship.

By definition, case study refers to the research done on a topic or a problem statement, with the intention to figure out a solution to said statement. It is also a means to study of an organization or business, how they operate and technology used, with the intention of reflecting it over and thus come up with the best solution, with the thoughts of its objective, procedures, and problems that arises alongside the process. This solution will then be expected to increase the corporate efficiency, the effect of the process and procedure, and the overall sales.

As such, case study has been conducted towards Sevenlicious Café, which is located in Shah Alam, Selangor. Interview session with the owner, Lar. Dzarul Hardy Azwar has done in order to get further information for the case study.

1.2 Problem Statement

Difficulties to offer a quick service as a lot of customers waiting in line since they usually come in groups.

1.3 Purpose of the Study

The main purposes of this case study are:

- To study and describe an individual situation of an organization
- To identify the key arising issues in Sevenlicious Café
- To analyse Sevenlicious Café by using SWOT analysis
- To make recommendations towards problem arises and provide solution outcome to improve efficiency and productivity

2.0 COMPANY INFORMATION

2.1 Company Background

Sevenlicious Café was established in 24th August 2018. This food and beverages (F&B) business is a newly developed business that is currently being run by an experienced businessman. This café is located at 2-12-01 Worldwide @ 7, Jalan Lazuardi 7/29, 40000 Shah Alam Selangor. It is located near UiTM Shah Alam and UNISEL. The chosen location is a strategic place for a F&B business, due to it being located nearby a large residence of Section 7, which many students from both UiTM Shah Alam and UNISEL live in this area. The name of the café was chosen as such, due to the number of 'seven' being mentioned many times in Islamic world, as thought by the owner. Coincidentally, the café is located in Section 7. So, the owner combined the number 'seven' with the word, 'delicious' to get the name of the company, "Sevenlicious Café".

Lar. Dzarul Hardy Azwar is the founder of the Sevenlicious Café. He was one of the architectural lecturer at UiTM Shah Alam, before he decided to quit due to some personal problem. He was born and raised in Penang. His passion in business came about from his father, who was also a businessman. As such, he started learning about business since his early age, making him an experienced individual within the business world. After he get a job at UiTM Shah Alam, he got married and move in with his wife in Shah Alam. Since then, he has taught a lot of students at different universities. He also has established a company named, Etika Dynamic Resources, which does a lot of work of different kind, along with his partner. For example, Mr. Dzarul worked as a consultant for CIDB under the name of his company. He also worked as a trainer for security companies. After several years, he wanted to open up his own café and thus, he established the Sevenlicious Café on 24th August 2018. Now, he has 12 staffs that assist him to run the café. Until this day, Mr. Dzarul still teaches students as a lecturer while managing the business.