



اَوْنُوْرَسِيْتِيْ بَاتِيْكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

SIDAH CATERING SERVICES (M) SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

FACULTY AND PROGRAMME: APPLIED SCIENCE – FOOD SCIENCE AND TECHNOLOGY

SEMESTER : 4

GROUP MEMBERS:

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INTRODUCTION

This case study is to analyse the operation and management in Sidah Catering Services (M) Sdn. Bhd.

COMPANY INFORMATION

- Sidah Catering Services (M) Sdn. Bhd. is a family business company where the directors of every branches are led by their family's member.
- This company is 100% owns by bumiputera.
- With the capital of RM 100,000.00, this company started their business in food serving.
- The establishment of this company started in 2003 and is registered under Ministry of Finance Malaysia.
- Besides catering, this company also run businesses that consists of restaurant, cafeteria, factory's canteen, canopy rental and also events organized by government or non-government.

Products or services

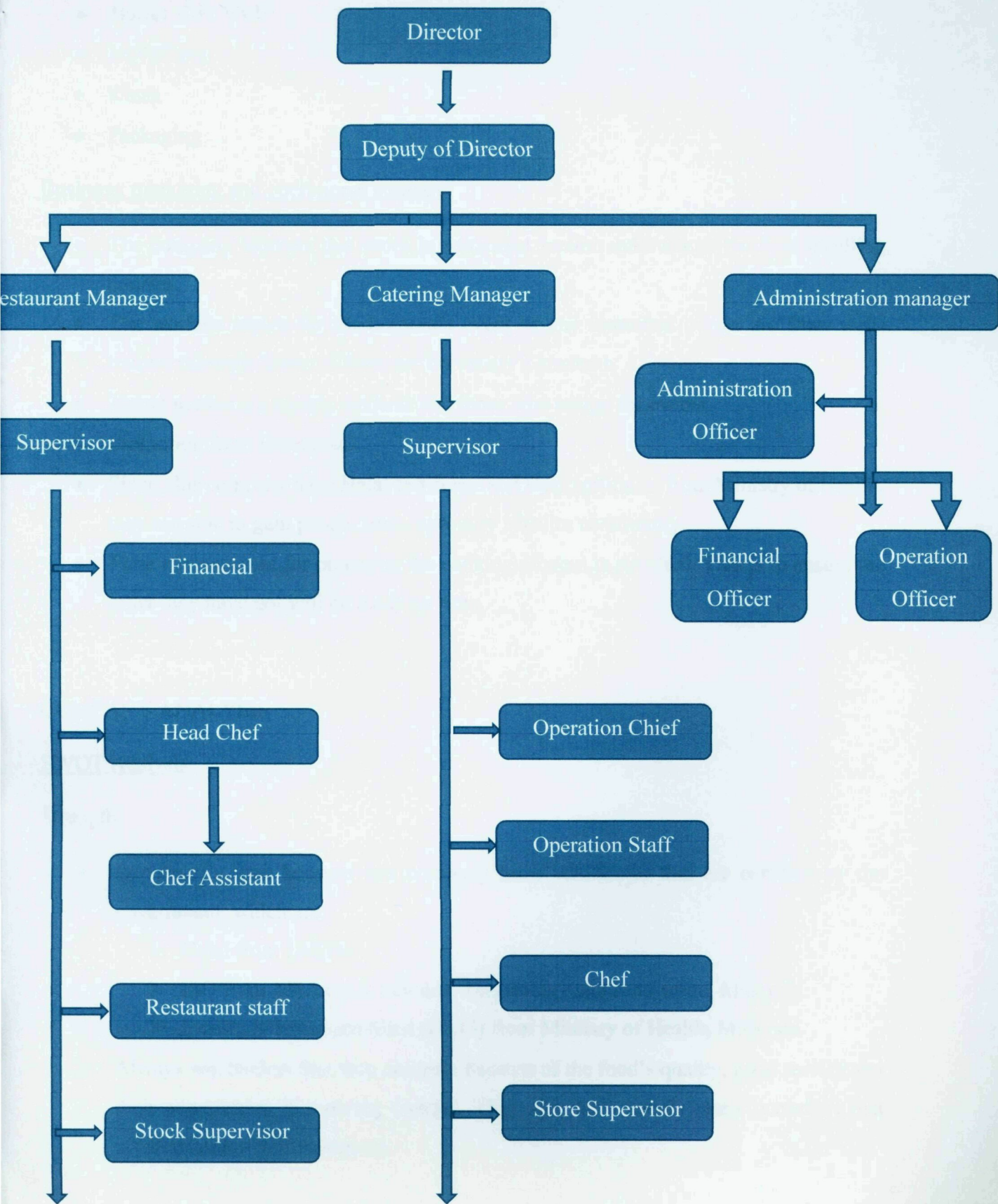
Services:

- Supply cooked food and drinks
- Restaurant and catering

Events:

- Iftar
- Wedding ceremony
- Birthday party
- Eid Feast
- Aqiqah ceremony
- Family day
- Sports day
- Convocation

ORGANIZATION CHART



Meal concept:

- Buffet
- Buffet VIP/ VVIP
- DOME set
- Kiosk
- Packaging

Business, marketing and operational strategy

- The company workers that serve in restaurant section must attend the food handling courses.
- The workers assign for the corporate event or any important events are from well-trained students. Some of them are university's students.
- Target market are mostly students and those who assign for events.
- Promotion from Facebook.
- Since, this company have Halal certificate and Bess certificate from Ministry of Health, they are able to gain people trust especially Muslim community.
- Time management for preparing the cooking process is punctual. This is to ensure the order they have got will be ready on time.

COMPANY ANALYSIS

SWOT Analysis

Strength

- Consumer's trust because this company have certificates that are certified by the government, which are:
 - Halal from JAKIM
 - ISO from Ministry of Science, Technology and Innovation, Malaysia
 - Bersih, Selamat dan Sihat (BeSS) from Ministry of Health, Malaysia
- Always win tenders that they compete because of the food's quality, good service and their experiences in catering courses. They also have handle many occasions that involved many VIP customers.

- They have no debt as their business use the modal they saved from their small businesses such as work at canteen of many school, universities and mosque around Selangor.
- The company are being manage by their family members, so they have no problem in managing their financial and other company management.

Weakness

- Have no strong agreement when dealing with customer which may lead to loss. This consequence is due to the low charge for the deposit payment.
- Unable to deny customer's request. This lead to large number of orders and the orders cannot be delivered on time.
- Receive complaint from customers regarding their unfriendly workers. As there are too many workers due to many branches, they are unable to monitor each of them closely.

Opportunity

- Have huge place to prepare the orders and also to cook the food served at the restaurant.
- Have many choices of menu for customer to place their orders and able to accept and serve the orders request by customers according to the current trend.
- Have conducted many local event from the smallest event (such as aqiqah ceremony) to high standard event (such as convocation that involve VVIP).
- The company have large number of vehicles that are enough to delivered their orders and services.
- Price depend on the customer's budget and background such as the price for students is cheaper than employee.
- Management between restaurant and catering involve different category of people. The people that will serve the catering consists from people that already have experiences in handling the events which make the service better.

Threat

- When the prices of certain ingredient gets higher, the food also will be pricey. Customer will feel the burden of the expensive food.
- Competitor's technology are higher. Faster services.