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UNIVERSITI
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FACULTY OF ART AND DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)

(AD111)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

BUSINESS NAME: THEGANUGANU

ENTREPRENEUR NAME: NORAHAN BINTI MAT RANI

NAME: NUR DAYANA BATRISYA BINTI NOR AZHAR

STUDENT ID: 2019424802

GROUP: AD111 4C

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1.0 EXECUTIVE SUMMARY

TheGanuGanu is a home catering business that is owned by Norahan Bin Mat Rani. The business is located at her home which is in Lot 53348-1, Persiaran 1/12, Kampung Batu Muda, 51100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. This home catering business first started in November 2019 and is still active today. TheGanuGanu is a home catering service specializing in traditional food originated from Terengganu which Norahan was born in. The name "TheGanuGanu" originated from the name of the state Terengganu to indicate that the service the business offers is a home catering service that serves traditional food originated from Terengganu.

The reason why I choose this entrepreneur and her business is because I want to know how it is like to run a small business and gain a steady income. Another reason is Puan Norahan is my mother's friend. My mother recommended her for this case study and I agree. It is more comfortable to interview someone close to my relatives and learn from someone I know about entrepreneurship and her experience in running a business as an entrepreneur.

To carry out this case study, I have reached out to the entrepreneur, Puan Norahan Binti Mat Rani to search for information about her life as an entrepreneur and the business that she runs. I have held an interview by asking a few questions regarding her background and thorough information about her business "TheGanuGanu" through WhatsApp.

Additionally, I also studied about how she started her business, the reason she started doing business, the challenges she faced while running her business, the actions she takes to overcome the challenges, her business plan and strategies to gain customers, her motivation to continue her business and the entrepreneurial competencies that she has as an entrepreneur.

2.0 ENTREPRENEUR PROFILE

2.1 Entrepreneur Background

The owner of the business “TheGanuGanu” is Norahan Binti Mat Rani. Norahan was born on October 27 in Terengganu. She is now 45 years old. Norahan has five siblings and she is the youngest sibling. She is now married to her husband, Rosdi Bin Jusoh and they have five children. Currently, Norahan resides in Lot 53348-1, Persiaran 1/12, Kampung Batu Muda, 51100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. Norahan has been doing business as a living along with her husband to support her family’s income and living. She started her business TheGanuGanu in November 2019. Since then, she continues in running her business and has been gaining steady incomes to support her family’s expenses.

The reason Norahan started doing business is because both Norahan and her husband have been doing business as a way to gain income to support their family’s living expenses. Before starting “TheGanuganu”, Norahan has been doing business in the batik industry for several years. However, the business sadly did not go well. She has faced several problems including the price increase of raw materials from the supplier, the instability of the Malaysian economy and not many demands from customers. Therefore, Norahan gave up on the batik industry business and moved on to the food industry business. The reason she decided on moving to the food industry business is because there is always food demand from customers as food is needed every day for humans to continue on living. At first Norahan found it difficult to adapt in the food industry business because she has been doing batik industry business for years which is very different from food industry business. However, Norahan did not give up and stood up for the challenge. After two years of doing food catering business, Norahan has adapted to the food industry business and has been growing steadily which is an achievement compared to when she runs her batik industry business.

Her biggest motivation in continuing her business is her family. Both Norahan and her husband invest themselves in running a business to gain income in order to buy living expenses for her family. Norahan knows being an entrepreneur is not easy. It requires a strong mentality and physical strength. If a person’s mentality or physical strength is not strong enough, then there is no way that person can go any further in pursuing business. Through doing business Norahan has improved mentally and physically to being a better person. She has become a stronger person and is not afraid of facing obstacles. She always finds a way to overcome her problems.

2.2 Business Background

TheGanuGanu is a home catering business that is owned by Norahan Bin Mat Rani. The business is located at her home which is in Lot 53348-1, Persiaran 1/12, Kampung Batu Muda, 51100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. This home catering business first started in November 2019 and is still active today. TheGanuGanu is a home catering service specializing in traditional food originated from Terengganu which Norahan was born in. The name "TheGanuGanu" originated from the name of the state Terengganu to indicate that the service the business offers is a home catering service that serves traditional food originated from Terengganu.

This food catering business provides a variety of products and services for their customers. For the product, TheGanuGanu provides food for breakfast and lunch. TheGanuGanu's Unique Selling Point is serving traditional food originated from Terengganu. Other than that, for services TheGanuGanu provides delivery service using the Mr. Speedy app. Mr. Speedy is a platform that provides riders and reliable account managers to deliver food from restaurants, cafes and food catering businesses. Riders will be notified and go to the home catering business to pick up the delivery and deliver to customers.

The target audience is for customers age three and above, both genders male and female, people who live in Kuala Lumpur and Selangor, people that is single or married, customers that craves for Terengganu dishes and customers who wanted to try the cuisines that is not commonly available in Kuala Lumpur and Selangor. TheGanuGanu focuses on creating traditional dishes that fits the taste buds of the people from the east coast of Malaysia that currently resides in Kuala Lumpur and Selangor to fill in their craves for their hometown cuisines. TheGanuGanu operates on Monday to Saturday from 7.30 a.m. to 3.00 p.m. and closed on Sundays.