



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

CASE STUDY

ROTI TEMPAYAN BELIMBING

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## TABLE OF CONTENT

<b>NO</b>	<b>TABLE OF CONTENT</b>	<b>PAGE</b>
1	EXECUTIVE SUMMARY	3-6
2	ENTREPRENEUR PROFILE	7-14
3	ENTREPRENEURIAL COMPETENCIES	15
4	APPENDICES	16-19
5	OVERAL REPORT	20

## EXECUTIVE SUMMARY

Roti Tempayan Belimbing is a restaurant that serve the mix of middle eastern and Malaysian delicacy. It has been operated for great 20 years and still going strong until now. As for now, the whole operation still handled by the first generation and planned to open a branch somewhere in Kelantan hotspot. This eatery located on Batu 3 Jalan Pasir Mas, Kg Belimbing, 17500 Tanah Merah Kelantan, far from the downtown which placed right beside of the Masjid Mukim Belimbing. The famous remark here is Naan bread that cooked inside a very hot clay oven with charcoal that paired with Tandoori chicken alongside with 3 choices of curry which is chicken, beef, and mutton. Therefore, it operated at evening until night because they took almost the whole daytime to prepare for the fresh ingredients.

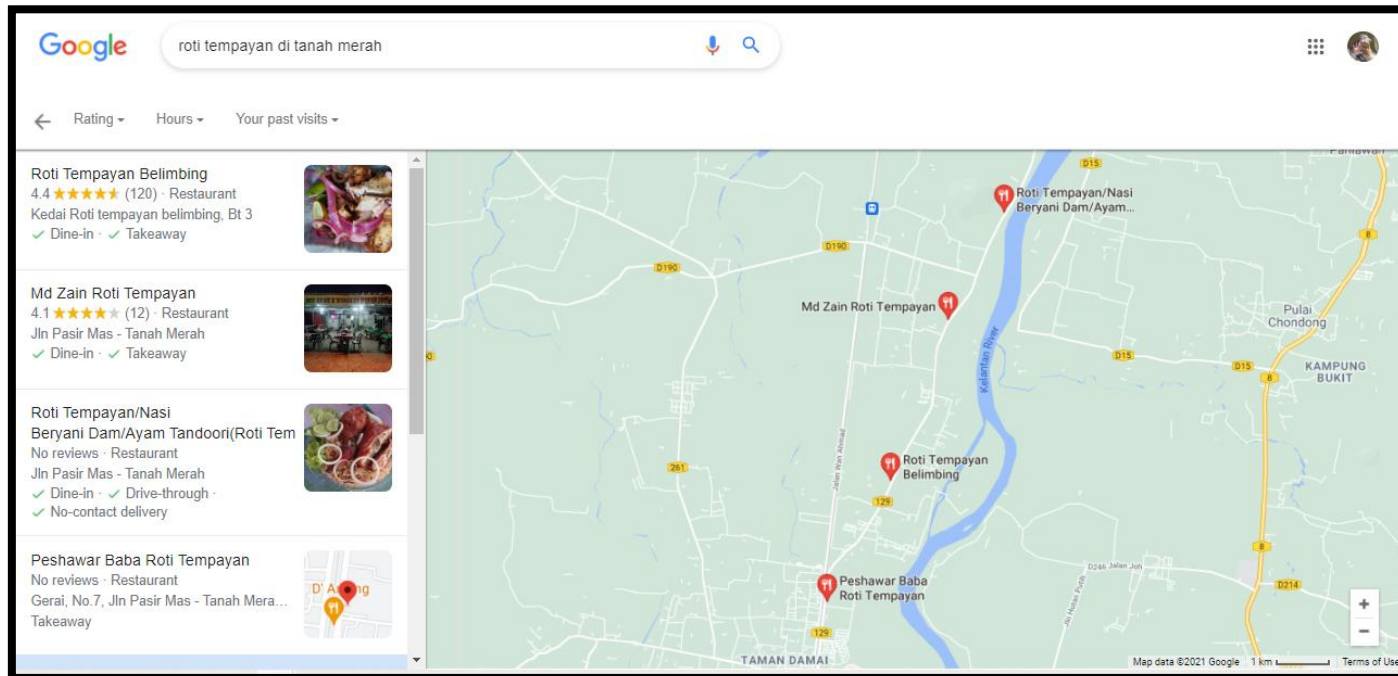
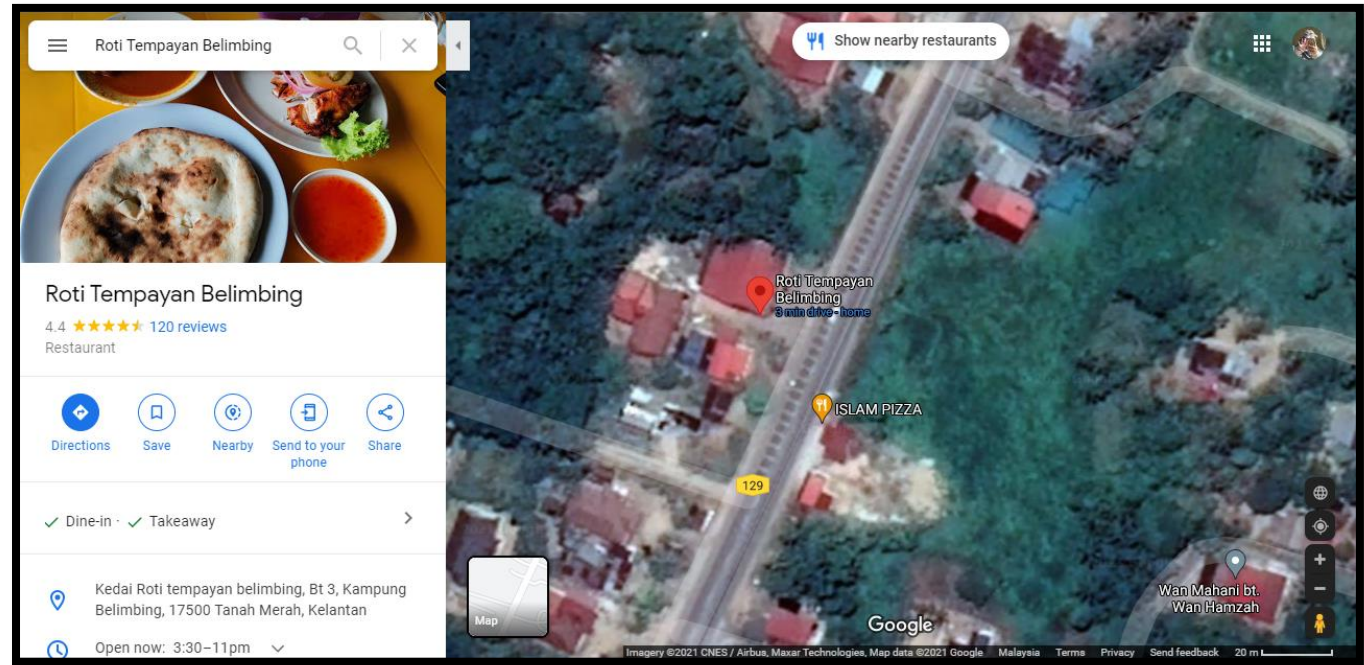
Before this business set on their own foot, the owner, Mr Sukri sells the naan bread that cooked in a hot clay oven on the roadside and had to marketizing on his own which is by selling the dish at the stall, bazaar and market. The purpose is to marketizing the underrated and unfamiliar dish among the community at the current year as the dish was quite different from the usual. Due to all of Mr Sukri's effort and strong spirited, he finally manages to buy a shop lot and slowly starts his business journey in the middle of the Tanah Merah's city. Fast forward, this business grows so well and got recognition that it deserves. Furthermore, Mr Sukri also planned on opening a branch at a strategic place in Kelantan very soon.

This restaurant has a very special place on their customer's heart because of the variety of appetizing dish that offered. Moreover, people from other states came here in Kg Belimbing, Tanah Merah just to taste the uniqueness of all the dishes and their journey certainly worth it and came back home with happy tummy. Despite estimated around 1000 to 1500 customers visited the restaurant, the employer, Mr Sukri and his worker manage all of them excellently as they take every complaint that received seriously to improve for better service and customer satisfaction for the long run.

The reason why I proudly choose this company because of its own special dish. It is the Chicken Rice with Tandoori Chicken. This dish is one of my comfort dishes and the tandoori chicken paired well with the fragrant chicken rice alongside the affordable price. Hence, the restaurant is quite near with my house as it is in the same area. Thus, it is easy to fix my craving at any times. Moreover, all of the offered dishes suitable to eat at any range of age and that is indeed a customer friendly restaurant.

1. Picture on the right is the map of ROTI TEMPAYAN BELIMBING.

2. Picture on the bottom is a picture of rivalry which they offer the same product at the same area.



3. The first picture is the menu of drinks and food that offered at ROTI TEMPAYAN BELIMBING



4. The second picture is the menu of food that offered at ROTI TEMPAYAN BELIMBING's website

