



**COMPANY ANALYSIS  
DILL'S RESTAURANT**

TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY

FACULTY & PROGRAMME: FACULTY OF CHEMICAL ENGINEERING (EH220)

SEMESTER : 7

PROJECT TITLE : CASE STUDY OF DILL'S RESTAURANT

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|-----------------|---|------------|
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*check many facts!*  
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## **1.0. EXECUTIVE SUMMARY**

As a group from Chemical Engineering student semester 7 of UiTM Shah Alam, there is an assignment that required undergoing a case study (Business Diagnosis) at a nearby or local Small and Medium Enterprise (SME). Next, the company that had been selected is Dill's Restaurant, Seksyen 16, Shah Alam. An interview session was held at Dill's Restaurant and the owners of the restaurant gave an overall view on actual business operates. Based on the information, it shows that the restaurant already archive their target and manage to cover back their capital. After that, an assignment required to suggest inventive innovation that can be used to solve the problems at the restaurant. The other purposes of this case study also teach how to learn the concept of SWOT (Strength, Weaknesses, Opportunities and Threats). Furthermore, from the information of the case study, it's also helps in gaining new idea to create or innovate for New Product Design (NPD). So that, more or less students can learn or get new knowledge about entrepreneurship in the field of technology and can guide students on how to open the business. Lastly, all the information very useful for students in order to guide them more or less during the future.

## 2.0. INTRODUCTION

As a group consists five members of students, there is an assignment that required to undergo a requirement under subject ENT 600 (Technology Entrepreneurship) to perform a case study. That assignment need students to determine case study at local SME (Small and Medium Enterprise) and the company that selected is Dill's Restaurant, Seksyen 16, Shah Alam. This case study must comply with certain criteria. Students encourage interviewing the owner of the SME company to gain the information and purpose some idea to solve the problems regarding the company. The requirements needed for this case study are:

1. To select a local SME (Small and Medium Enterprise) company and should be nearby the campus if possible.
2. To provide a background information about the selected company.
3. To provide a technological based on solution that would help or overcome the company's problem.

The purpose of this assignment or tasked is to be able to discuss about the entrepreneurial process meaning based on a certain company because difference company have difference operational flow. Furthermore, students also can observe or learn about a business and competitive position between others company based on their product, service and company's situation. Next, students will be able to know the technology at Dill's Restaurant and propose some new idea that can overcome the problems. This case study also helps the students to improve their soft skills and learn about how to handle the business in the future. There are also many advantages or benefits to the company because this case study also can help to solve their problems and improve their service.



### 3.0. COMPANY INFORMATION

#### 3.1. HISTORY

Dill's Restaurant was established in 15 November 2017 and company registered as a local SME company. The founder of this company is Ahmad Fadhil Bin Ramlan, 23 years old. Hence, the name of Dill's restaurant initially taken from his name. This restaurant serve variety type of western food such as chicken chop, lamb chop, meatballs and many more. Although his background study is in mechanical and certified in Diploma in Mechanical Engineering, he is not afraid and interested to try new major such as this business. Initially, he is interested to sell 'nasi kerabu' and had open a small stall located at Puchong. However, the feedback was not good and he decides to close the stall. He went back to his hometown and learn to make a good western food as this type of food is simpler to make and does not required any specific skills. He decide to give himself another try on this business, therefore he went back and opened a restaurant with his partner in 2016 under name 'TipTop' Restaurant. This restaurant located in Taman Putra Perdana, Puchong and serve variety type of western food. In the end of 2017, he decided to open a new branch at Padang Jawa, Shah Alam because he wanted to open his new company without a partnership. Furthermore, his target market is more to students, that is one of the reasons why Padang Jawa, Shah Alam is a strategic place to open a restaurant with an affordable price. During initial stage, the capital used to start up this business is around 50K with 4 workers. Meanwhile, after operates a few months the number of workers have been increase to 10 people.



Figure 1: The main door for Dill's Restaurant

### 3.2. ORGANIZATIONAL CHART

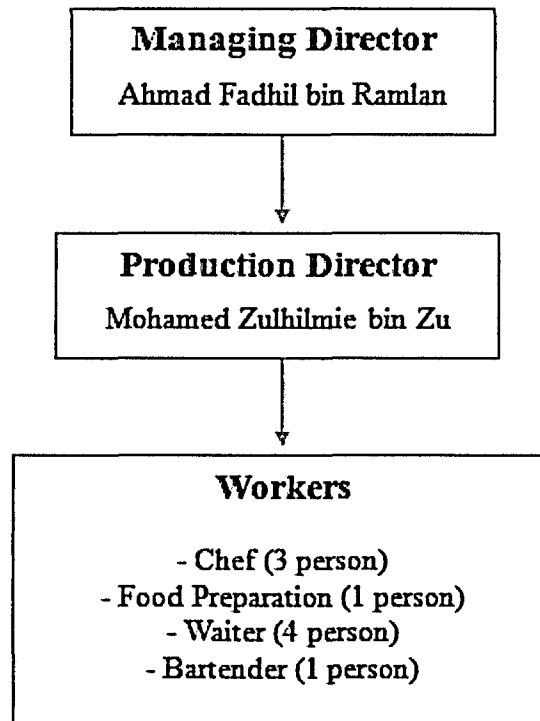


Figure 2: Organization Chart in the Dill' Restaurant