<u>ENT600</u>

CASE STUDY

UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

CHEF TAKO (FOOD FRANCHISE)

Faculty	:	Health Sciences
Program Code	:	HS242
Group	:	NHSI10
Course	:	ENT 600
Semester	:	10
Group Name	:	CHEF TAKO

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Submitted *to*

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1. Background of The Study

Technology Entrepreneurship is a project that search for problem or application for technology, introduce new application and exploit opportunities that rely on science and technical. To get the high expectation in entrepreneurship knowledge, learn and research are important before starting a business. Thus, a case study is important to get the flow of business. Case study is the type of research design attempts to examine numerous characteristics of a person or group over extended period of time. Therefore, the outcome achieved by a case study are usually based on the example of one, the user cannot be certain as the generality. This study was performing to make some improvement and raise question for future research. Basically, the background of our case study is to find the problem of Chef Tako having in producing their takoyaki and to find solution for their problem. There are several difficulties when their producing the takoyaki such as the production time of the sauce is taking so long because they don't have any machine to cool down the sauce. Besides that, Chef Tako having trouble in filling the sauce because the mechanism is to expensive for Small and Medium Enterprise (SME). Moreover, packaging of the takoyaki flour also one of their hiccups because the plastic bag always leaks and affected their cost. Other than that, they also having lack of man power in their production line. So, we come out with several solutions to improve the difficulties of Chef Tako facing.

2. Problem Statement

Based on interview we are having with Encik Muhammad Misyael the Sales Manager of Chef Tako, they have bunch of problem in producing the takoyaki. The main difficulty is to cool down the sauce because they must wait for 48 hours for the sauce to cool. Therefore, they have wasted 2 days of their working days. Besides that, they are having problem to transferring the sauce from filler to the bottles. The filler process also takes time because the sauce drip from filler is too slow. Other than that, plastic bag for the takoyaki flour keeps leaks because of the plastic seal machine is outdated. Moreover, they also lacking man power with demand of the takoyaki keeps growing.

3. Purpose of The Study

- To successfully build an auto cooler machine so that the sauce can be cool faster.

- To build a pump to increase the flowrate of sauce from the filler machine.

- To improve the production time of takoyaki.

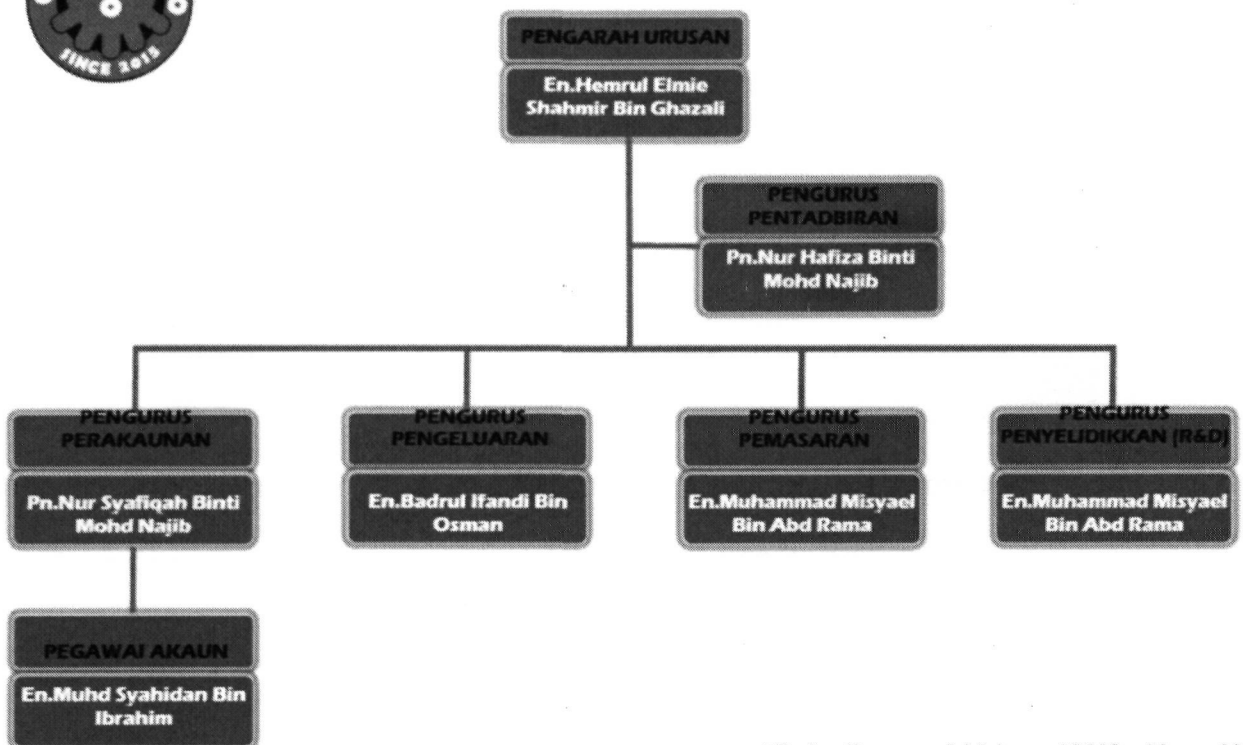- To ease the production with lesser man power.

4. Company Background

Chef Tako is one of Malaysia company that sells Japanese food which is takoyaki. Chef Tako was established in 2015. Chef Tako was created by emerging of two company which are H global company and HM global supply. HM global supply is responsible to manage the raw material and packaging only. While H global company manage the franchise. Chef Tako headquarters is based in Shah Alam, Selangor. Chef Tako is the only company on Malaysia that makes their own raw ingredient. Most of the company that sell this product get their ingredient by importing from other country. This makes Chef Tako special from other companies. For this first 2 years, Chef Tako manage to grow up to 77 franchisee all over Malaysia. Most of the franchisee are new and young entrepreneur.

5. ORGANIZATION STRUCTURE

CARTA ORGANISASI
RANGKAIAN JENAMA CHEF TAKO
Dimiliki Oleh Syarikat: HES GLOBAL ENTERPRISE (SA0310510-P)

PENGARAH URUSAN
En.Hemrul Elmie Shahmir Bin Ghazali

PENGURUS PENTADBIRAN
Pn.Nur Hafiza Binti Mohd Najib

PENGURUS PERAKAUNAN
Pn.Nur Syafiqah Binti Mohd Najib

PENGURUS PENGELUARAN
En.Badrul Ifandi Bin Osman

PENGURUS PEMASARAN
En.Muhammad Misyael Bin Abd Rama

PENGURUS PENYELIDIKKAN (R&D)
En.Muhammad Misyael Bin Abd Rama

PEGAWAI AKAUN
En.Muhd Syahidan Bin Ibrahim

* Berkuatkuasa mulai 1 Januari 2018 sehingga kini