



UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

## Case study

MAMA SUP UTARA

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**Faculty** : HEALTH SCIENCE

**Program** : BACHELOR OF ENVIRONMENTAL HEALTH AND SAFETY

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## **ANKNOWLEDGEMENT**

Appreciation to owners of Mama Sup Utara located at Mawar College of UiTM Shah Alam above all, it gives us an opportunity to carry out this case study. Thank you very much for being said to be happy to give us time to interview and ask about his business. All the details are given to us to prepare this case study.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND STUDY**

The study is conducted at Mama Sup Utara located at Mawar College of UiTM Shah Alam.- The case study was conducted to analyze the Strength, Weakness, Opportunity, and Threats of Mama Sup Utara.

### **1.2 PROBLEM STATEMENT**

This case study is conducted to analyse the real situation of technopreneurship. For this case study, we have chosen Mama Sup Utara to conduct our investigation. Mama Sup Utara faces labor problem cost in which the labor cost of each worker is quite high. Due to surrounding influence, there has been a demand for salary raise from workers. Mama Sup Utara has cover not just salary, but also in terms of transportation, residence, and welfare. Thus, too high salary need to be considered to ensure the salary paid worth the productivity of worker. The productivity of each worker plays an important part in order to fit in Mama Sup Utara standard which is to ensure high quality of foods, packaging, dealing with customers and procedure of food preparation.

The theory that have been utilized by Mama Sup Utara is first impression. The owner, known by name of Mama have prioritize taste of her foods' taste and stated how important your foods taste in order to impress customers. Quoting her saying, "no matter how far your shop located, people will find you if your food is delicious." She emphasized that taste and quality are very important to maintain customers and therefore procedure to prepare and cook food must be followed in order to retain the flavor of foods at all times. The crucial part is the raw material to prepare the food in which high quality but at reasonable price in order to produce tasty food, increase customers, and retain the profit gain by Mama Sup Utara.

### 1.3 PURPOSE OF STUDY

- To analyse the technopreneurship criteria exist in Mama Sup Utara
- To be expose to real technopreneurship experiences
- To conduct case study based on interview with owner of Mama Sup Utara

## 2.0 COMPANY INFORMATION

### 2.1 BACKGROUND

Mama Sup Utara have been established on year2005. The company was ran by Mama and her husband. They started their company inside Universiti Teknologi MARA (UiTM) Shah Alam. They have focused on food selling and catering services. Their main target market are students of UiTM Shah Alam.

### 2.3 PRODUCT/ SERVICES

1. Food
2. Drinks

### 2.4 TECHNOLOGY

1. Mama Sup Utara Utilize gas fryer technology.
2. This technology enables about 200 pieces of chicken small parts to be fried at once in 2minutes time.
3. This save a lot of time and the gas fryer only cost around RM6,000-RM8,000 only.

## 2.5 BUSINESS, OPERATING AND OPERATIONAL STRATEGY

1. Price: Offering price affordable by students ranging from RM0.50-RM5.00.
2. Producing Tasty Food: Ensure to cook delicious food by using high quality raw material. For the unspecialized food types, the foods are purchased from trusted and specialized supplier.
3. Conduct Market Survey: Ask students and customers regarding feedback of foods produced while analyzing the sale generated whether increased or vice versa. For each comments received, Mama will analyze whether the improvement worth it or not.
4. Contact with Customers: Mama involved in interacting with customers (students and staffs) to ensure their satisfaction achieved. Mama also ensures her staffs entertain the customers so that the customers feel appreciated while enhancing public relation.
5. Impression: Ensure the presentation of food and drinks are appealing and appetite opener.
6. Simple but Profitable: Instead of producing variety of foods, Mama focus on producing complete dish consisting of rice+ fried chicken/ tomato chicken + veggies which need low cost but high profit return.

## 2.6 FINANCIAL ACHIEVEMENTS

- a) In the past 6-7 years ago, Mama Sup Utara have gained tremendous amount of profit. However, due to reduction of students' number in UiTM Shah Alam, the profit has decreased by 30%.
- b) Nowadays her net profit by day is around RM 2,000 per day.
- c) She had also succeeded to open a new shop situated inside Mawar College of UiTM Shah Alam which is one of students' center of attention.