



اُنِيُوَرَسِيْتِي تِيكَنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

EAT & REPEAT

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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GROUP MEMBERS : 1. ANEES AZYAN FARHANA BINTI AZMAN (2016644556)

2. ERLEYANA BINTI ZAI 2016644508)

3. NURSHAFIQA BINTI MOHD ZAINI (2016644472)

4. NURUL SYAFIQAH BINTI YUNUS (2016644554)

5.SYAHIRAH SHAZWANI BINTI SHAHRUDIN (2016644606)

LECTURER : MADAM ZANARIAH ZAINAL ABIDIN

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EXECUTIVE SUMMARY

- The restaurant's name is Eat and Repeat serving a Malaysian traditional menu daily from 11 am to 11 pm which located at YG24, Jalan Plumbum Y7/Y, Pusat Komersial Seksyen 7, 40000 Shah Alam, Selangor.
- Eat and Repeat restaurant has 7 staffs including manager, cook, cook assistant, cashier and waiter and the product offered is a food such as mee bandung, nasi lemak, lontong, mee kari and pulut manga along with cold and hot drinks such as grape juice, sarsi and coffee.
- SWOT analysis has been analysed, the strength is having cheap price value for money, the weakness is having non-nutritional meals, opportunities of the restaurant is adding new product line and venture into healthy food meanwhile the threat is awareness for healthy food.
- There are two findings regarding this restaurant which are losing of customers during peaks hours and the restaurant operated late than actual operating hours.
- Recommendations have been analysed for the restaurant which are implementing program to evaluate employee timeliness, adding new product line and services and to set up long term plan to reach their long-term goals.