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UNIVERSITI
TEKNOLOGI
MARA

COMPANY ANALYSIS

Al-Matha'am Syed Corner

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY

PROGRAMME & GROUP : BM243 & NBH6B

GOUP MEMBERS :

1. 2016209374 - MUHAMMAD AKRAM HAFEEZ BIN HJ MAHUSAIN
2. 2016816902 - MUHAMMAD AMIRUL HAFIZ BIN ROSMAN
3. 2016822118 - NOOR SYAHIRAH BINTI NOORIDZAHIR
4. 2016620746 - NURUL SYAZWINA BINTI HISHAMUDIN
5. 2016650498 - MAS IZZATI BINTI MASSNA SUDARMAJI

LECTURER

: Madam Zanariah Binti Zainal Abidin

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EXECUTIVE SUMMARY

Business Description

Al-Mutha'am Syed Corner is so called "Mamak Restaurant" that is located in Parit Buntar, Perak and owned by a local resident named, Encik Syed Azhar. This restaurant is the very first branch that owned by his father but it is organized by him itself and it has been open since 12 years ago. This restaurant has win a place in the heart of the residents. The owner also has open several branches in Klang Valley to extend their businesses. The branches has been re-branded with Nasi Kandar Express in Bandar Baru Bangi and Bandar Sri Putra, Bangi.

Business Management

The management of this restaurant consist of 11 co-workers that includes the owner and his father. The management also is conducted by the owner such as working schedules, raw materials and others. Finding says that management should be improved by hire certain staff to improve their management system.

Services

Al'Mutha'am Syed Corner customer knows what they want to eat when they are step up in the restaurant because they offers variety of food that serves common menu in *mamak* restaurant such as *Nasi Kandar*, *Roti Canai* and so on. This restaurant will operate 24 hours daily which are convenient for customers to dine in anytime they want to and this will defeats with others restaurant to gained more revenue to the owner.

The Market

For 12 years of operation, the marketing strategies that this owner implied is a traditional ways such as verbally promote the restaurant from one person to another. This restaurant quite well-known as they do not have to hardly promote to social media precisely. The owner shall compete with other restaurant that running the same services nearby such as Malay or Chinese cuisine.

Market Opportunities

Al-Mutha'am Syed Corner Restaurant have opportunities in Malaysia's market because of nowadays "Mamak" restaurant become our culture to dine in because it coziness. It is always relevant to Malaysian to have their meals.

Development Timeline

Al-Mutha'am Syed Restaurant has develop his restaurant to the bigger scopè by opening some branches in Klang Valley to attract more customer to serves their menu and services. Al-Mutha'am restaurant also planning to open e-kiosk to make their operation system become mōre easier and systematic. This technology also help them to decrease their staffs in order the turnover of worker in Malaysia are critically happens.

Initial Investment

Al-Mutha'am Syed Restaurant would like to invest on "One for Wall" concept which is to distribute some meals for them who are not effort to spend on food on. This concept are normally focus on students and the poor to grab the foods.

1.0 INTRODUCTION

In this case study we are going to do research about a business restaurant that have operate for 12 years. The owner name is Saeed Azhar. The name of the restaurant given is Al-Mutha'am Saeed Corner that is located in Parit Buntar, Perak. The owner also have branches in Bandar Sri Putra that handle by the same owner and the name given is Nasi Kandar Express. The purpose of this research is to identify the problem that the owner might have but unable to be solve because of some reasons.

There are several problem that we will discuss in this study case, the problem can be divided into several parts. In management system, the owner may have lack of management operation system which is all the process of management will be handle by himself alone. In the technology side, the owner have come up by the idea of to install e-kiösk at the restaurant to make the restaurant ordering system become more easy for the customer who are running out of time and they don't have to line up to order their meals but it may be an issue in term of other aspect that they might not realize in future such as their expenses of the electrical supply that might effected on the revenue. Moreover, in term of marketing, the owner only market his restaurant verbally and towards every customers who have come to the restaurant. They have not promote their service in the social media to attract more customers to come. In operation system, the restaurant only depends on the owner to buy all the groceries includes staff schedules every weeks and also staffs turnover. Lastly, in financial system, they don't have any particular staff to handle about the financial. The owner will collect all the revenue every day and none of the staffs will get involved. Their financial are totally will handle by the owner himself and they don't have effective and efficient financial system to make their financial more controlled.

By collecting all the issues that the restaurant have, we will identify the problems by understand the process of the restaurant running system. If the restaurant have problem in certain parts, and it is causing a big impact, measure the problem. For example, how many times does it happen and what generic factors are causing this. Secondly, identify the root cause of the problem, the objective is wade through the symptoms and identify the root causes to the problem. Thirdly, brainstorm the alternative solution. This process can be over one session or a number of detailed sessions depends on the size of the problem that the restaurant might have. Lastly, implement and check the impact of the solution that they restaurant have. This stage may take time to gather data and measure the process outputs to truly identify the impact of the solution.