



## COMPANY ANALYSIS

### SERENADE CAFE

#### TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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## **EXECUTIVE SUMMARY CASE STUDY**

This study is conducted to evaluate and determine issue faced by a chosen company that involves in food industry setting named as The Serenade café located at UiTM Selangor Kampus Puncak Alam. Based on the face-to-face interviewed conducted with the manager of the café, we find out that the highlighted problem is related to low manpower and worsen with a poor management system and service offered. This lead to several limitation and burden to customer to fully enjoy their experience at this café. This issue however, need to be handled wisely in order to maintained café's reputation and increase business performances by improving their management system and service quality. Thus, this study provides a thorough analysis on pros and cons of the café operational system and also suggestion to solve the issues to further promote this newly operational café among UiTM Puncak Alam community.

# Introduction

## 1.1 Background of the study

Food production and retailing globally had undergo a radical transformation. And as a result, food industry is likely to evolve in the next decade than it has over the past few years. Technology innovation is becoming more common in business models and consequently, competitors are emerging, redefining consumers' expectations and offering unique value characteristics to monopoly the industry. The emergence of digital platforms in food sector may benefits their business specifically. This study is performed to identify the issue faced by a food business management and providing solution with utilisation of technology to improve their business operation along with satisfying customer's need and expectation from the services.

## 1.2 Problem Statement

The business's issues that we want to address in this study are the reduce in manpower and utilisation of technology into sales and marketing process to improve the conventional method of documentation and work procedure. The application of technology in the service will reduce the workload caused by the low manpower and inefficient management system.

## 1.3 Purpose of the study

- To study the effectiveness of technology application in order to attract customer towards the services offered.
- To provide suggestion on how to tackle issue related to low manpower for easier and efficient management system besides increasing sales through alternative plan of a more efficient ordering and delivery system of the business setting.
- To provide extra services with the application of technology to improve customer's attraction and satisfaction together with the basic services provided.