



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
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## COMPANY ANALYSIS

NAME OF COMPANY: RESTORAN MALINDA

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : APPLIED SCIENCE (AS246)  
SEMESTER : 4  
PROJECT TITLE : CASE STUDY OF RESTORAN MALINDA  
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## **1.0 EXECUTIVE SUMMARY**

This is the case study of Restoran Malinda. From this research it is found that, Restoran Malinda faces several problems which are poor order system, lack of advertisement and promotion and limited quantity of produced. Therefore, we comes out with the technological based solution to improve these problems.

## **2.0 INTRODUCTION**

The case study is based on a restaurant business which is on the “Restoran Malinda”

The purpose of the study is to analyze the problems related to the business and to find the solutions to improve every single aspects regarding to the business such as int the term of the process and technology . The case study also helps student learn to make the correct decisions based on the complexcity of the problems by considering a few aspects such as the cost,process involved and the availability of the equipments.

Based on the interview session with the owner of the “Malinda” restaurant, there are few business problems that are spotted. The problem that was addressed in the project is operational strategy. They lack the use of technology in their operational.

## **3.0 COMPANY INFORMATION**

The company information consist of background, orgniztional structure, products/serveice, business and operational strategy and financial achievements.

### **3.1 Background of Restoran Malinda**

Malinda Restaurant was established by Encik Ahmad Misro bin Rosman with a partnership with his other four friends in 1987. In 2007 the restaurant was taken over by his daughter Puan Sharipah Khazian binti Ahmad Misro. The restaurant is located at No 188, Jalan Bunga Pekan, 42700 Banting Selangor Darul Ehsan.

### 3.2 Organizational Structure

The restaurant is managed by Puan Sharipah and her husband Encik Subandi bin Danus. They managed a total of seven workers. Some of their workers consists of their family member while the others are immigrant workers from Indonesia.

### 3.3 Products/service

Malinda Restaurant offer different type of food and drinks. They served variety of food such as “Nasi Campur” and “Makanan Panas”. Their speciality or their signiture dish are Soto, Chicken Fried Rice and Roti Canai. Other than that, their “Roti Canai” also ordered for many occasion.

### 3.4 Business and operational strategy.

The operation hour for this restaurant is from 7.00 a.m. until 7.00 p.m. daily. During Ramadan, the restaurant was not operating for a month.

### 3.5 Financial Achievement

Their monthly rough profit is about RM 35 000.00 to RM 40 000.00. While their net profit is about RM 5000.00 to RM 10 000.00 after the deduction of worker salary, rent and capital every month.

## 4.0 COMPANY ANALYSIS

The Restoran Malinda is analysed by using SWOT and Consumer Trend Canvas.

## 4.1 SWOT

SWOT analysis is consists of strength, weakness, opportunities and threats.

### 4.1.1 Strength

- Malinda Restaurant had been opened since 1987 thus it has 30 years of business experience.
- Has many loyal and fixed customer
- Famous for their "Roti Canai" and "Soto" which the recipes are originated from Indonesia.
- Offering a reasonable price menu compared to other restaurant that offer the same products or service.
- All the ingredients bought daily so the food are prepared mainly from fresh ingredient
- Since this is the only restaurant owned by Pn Sharipah, so she gives full comitment to this business.
- The location of the restaurant is strategic as it is located at the middle of Pekan Banting so many people can easily go to the restaurant.

### 4.1.2 Weakness

- The interior design of the restaurant is not able to attract new or younger customer because it is not attractive and unique.
- The restaurant is not advertise or promote properly so it cannot attract customers from outside of the region.
- The workers of the restaurant are frequently changed due to their personal problems.
- The owner need to be in the restaurant all the time as they cannot trust their workers completely.