



FUNDAMENTALS AND ENTREPRENEURSHIP
(ENT 300)

FACULTY ART AND DESIGN

CASE STUDY ON
KANCIL RAJA PATIN TEMERLOH

Tengku Helmieza Raihan Binti Raja Za'aim

NAME:

MUHAMMAD AMMAR RAZIQ BIN KHAIRI

STUDENT ID:

2019243132

COURSE GROUP:

AD1114B

LECTURER NAME:

MADAM NURUL SYAQIRAH ZULQERNAIN

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Executive Summary

Based on case study, we were able to gain new insights about entrepreneurs in the real world as a result to obtain in this case study for write a report. We gather the analysis to evaluate a company's market efficiency. In fact, to all the factors found in case study has been consider. We can use the interview method to analysis and identify the problem and develop a solution. A business reviews that we also learn about the marketing and operations strategies used by the organisation. In the case study, we also learn about how the organisation was able to boost their business plan by embrace with the new ideas to strengthen their business from this report and determine the characteristics of the company's founder.

For this case study, I do some research on Kancil Raja Patin known as "Kancil" by general. The idol for this entrepreneur is sifu Jamal, Dr Azizan, Temerloh Catering and Chicken Royale. The entrepreneur also got their own entrepreneurial characteristics which is to always keep discipline, strict and passion while doing the job. In additional, the ability and improvement of these skills and characteristics was aligned with learn and continue to learn and associate with the entrepreneur circle. All of these must have a self-motivation in line with what the owner said, "Now the age of vuca, who is the fast he advanced". Finally, the company also got an additional financial assistance under SME Bank. Thus, cash inflows, outflows and net profit have also been considered as complete the owner said.

Introduction

1.0 Entrepreneur Profile



(Tengku Helmieza Raihan Binti Raja Za'aim)

Name of Company	Empayar Tengku Sdn Bhd
Name of Restaurant	Kancil Raja Patin
Registration Number	1248642V
Types of Business	Sole proprietorship
Nature of Business	Food services
Main Activities	Serve Ikan Patin and Pais Patin dishes
Date and Year Established	27 September 2017
Phone Number	013-886 6164 (Hotline Temerloh) 013-4326165 (Hotline KL) 011 -12176166 (Hotline PES)
Email	empayartengku@gmail.com

Kancil Raja Patin has the owner, named Tengku Helmieza Raihan Binti Raja Za'aim and 29 years old who was born in Temerloh, Pahang. She was one of the four siblings from their family. She has the highest approval or qualification which is a bachelor's degree in applied physics at Universiti Sains Islam Malaysia and she still on status single. She has four siblings who worked together in successful entrepreneurs in the business of selling ikan patin dishes.

2.0 Business Descriptions

History about Kancil Raja Patin, that it was named inspiring by Talha or the nickname which is a deer. The owner said there is another reason in the choice of name of the company which is a combination of the names of siblings in their families. The word “Raja” stands for their father’s name, Raja Za’aim.

It was established in 2017 in Kampung Bangau Tanjung Temerloh, Pahang which has now currently moved to Bukit Desa Semantan since October 2020. The old place of Kancil Raja Patin is very strategic because while enjoying the food served, customers can also enjoy the beauty of the scenery by the Pahang River, but it had to be closed for some reason. The closure notice was once filed or displayed on the billboard at the Kancil Raja Patin restaurant. The main reason for the closure of the restaurant has been explained by the owner. It was because of the soil erosion on the riverside nearby which is very dangerous and high risk for outsider or local customers. There will be life threatening if there are no early steps in dealing with it. The restaurant now got to move before it will happen and now the new headquarters in Temerloh addresses is located at No 65, Jalan BDS 1, Bukit Desa Semantan, 28000, Temerloh, Pahang. Opening hours for Kancil Raja Patin HQ in Temerloh is 11 am - 5 pm, Isnin – Ahad.

There are 2 branches location of this entrepreneur started on a small scale with the close relative family who has started expanding to Kancil Raja Patin Danau Kota, Kuala Lumpur as headquarters in 2018. Addresses is located at No.18 (Ground Floor), Jalan 5A/6 Taman Setapak Indah, Setapak, 53200, Kuala Lumpur. There were also got Kancil Raja Patin building stall as a second branches at Jalan 1/23e, Taman Setapak Indah, 53100 Kuala Lumpur. There were another branches Kancil Raja Patin Sri Rampai building stall nearby as a drive thru. Addresses is located at Jalan 1/26, Sri Rampai Setapak Jaya 53300, Kuala Lumpur. Opening hours for Kancil Raja Patin Kuala Lumpur is 11 am - 5 pm, Isnin – Ahad.

The expertise of Kancil Raja Patin serves the most popular Patin Gulai Tempoyak and Patin Pais Bakar Tempoyak dishes. In fact, many people are unaware that the real expertise is to serve Patin Pais Bakar Tempoyak a hereditary recipe with 13 hidden ingredients. Although still on the training in the business world of patin, however the Kancil Raja Patin has already become the talk of the town and the No.1 choice of patin fans from all over a Malaysia. The average sales of the restaurant at initial were only just RM300 to RM700 per day.