



اَوْبِقُورَسِيَتِي تِي كُنُو لَو كِيْنُ وَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



NAME OF COMPANY: JENKA & CO BY GRILLED STREET

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
CASE STUDY**

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**PROJECT TITLE : CASE STUDY ON JENKA & CO BY GRILLED
STREET**

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TABLE OF CONTENT

| NO | TITLE | PAGE |
|------------|---|----------------|
| 1.0 | INTRODUCTION | |
| 1.1 | Purpose of Case Study | |
| 1.2 | Business Problem Description | 1 - 2 |
| 1.3 | Business Performance | |
| 2.0 | COMPANY INFORMATION | |
| 2.1 | Background of Jengka & Co by Grilled Street | 3 |
| 2.2 | Organizational Structure | 4 |
| 2.3 | Products/Services | 5 - 6 |
| 2.4 | Business Strategy | |
| 2.4.1 | Business Objectives | |
| 2.4.2 | Business Mission | 7 |
| 2.4.3 | Business Vision | |
| 2.5 | Marketing Strategy | |
| 2.5.1 | Product Strategy | |
| 2.5.2 | Pricing Strategy | 7 - 8 |
| 2.5.3 | Distribution Strategy | |
| 2.5.4 | Place Strategy | |
| 2.5.5 | Promotion Strategy | |
| 2.6 | Operational Strategy | |
| 2.6.1 | Process Strategy | 9 |
| 2.6.2 | Quality and Cleanliness | |
| 2.7 | Financial Achievement | 10 |
| 3.0 | COMPANY ANALYSIS | 11 |
| 4.0 | IDENTIFY THE PROBLEM FACE BY THE BUSINESS | |
| 4.1 | Major Business Problem | 12 |
| 4.2 | Alternative Solutions to this Major Problems | 13 - 14 |
| 4.3 | Evaluation of Advantages and Disadvantages of Each Alternative Solution | 15 - 16 |
| 4.4 | Recommendation | 17 |
| 5.0 | CONCLUSION | 18 |
| 6.0 | REFERENCES | 19 |
| 7.0 | APPENDICES | 20 - 22 |

EXECUTIVE SUMMARY

First of all, our group selected Jengka & Co. by Grilled Street to complete our second assignment which is case study and we had interviewed this restaurant. Jengka & Co. is located at No. 47 Jalan BDJS 5, Bandar Jengka. Jengka & Co. sells a variety of dishes, such as steamboat, western and others. They started out from a small business and ended up being a well-known brand of people.

Like other businesses, Jengka & Co. By Grilled Street also has its own strength, opportunity, weakness and threats, and this is our job as a student who wanted to do the same business. Our group gains some information on their business issues in its restaurant following a survey and observation towards the restaurant. This can be a guide for improved business in our future.

Jengka & Co. are known as steamboat restaurant because the main course of the restaurant is steamboat with provide the lower price in Jengka. They are new restaurant about 2 years ago. They are known also with the recommended menu which are pasta carbonara and chicken chop. We know that is not easy to find the customers but they have advantages if their location is near from education places which can gain more customers.

The location is about 5 km from UiTM Jengka and most of the students are prefer their restaurant if they want eat steamboat. Their place also is near to Econsave and they also buy the building in new location which not building have the owner. They do not have many competitors there because their main menu is steamboat but their western also are good and recommended to eat there.

1.0 INTRODUCTION

1.1 Purpose of Case Study

The aim of this case study is to learn how the company operates its business, as well as the key to its success in the food industry. Besides that, with the case study we can identify their major problems after they enter the market and the most possible way to solve their problem. By doing this case study, we can gain more knowledge and information how to conduct a business in future.

1.2 Business Problem Description

Some of the problems identified at Jengka & Co. by Grilled Street are that their location is not very strategic for a newbie who is just starting a business. It is very difficult for people to have access to their restaurant due to choice of their location. The building developer told the owner that there will be plenty of shops to open in the near future because the area is new, and people were told that this could impact people to come. In addition, another problem faced by the restaurant Jengka & Co. is that they have a difficulty of recruiting staff. That's because they cannot find the right people to work. The restaurant's turnover is high because most of its staff have just finished school and have no higher education. Lastly, the issue they faced is that their restaurant in Jengka 8 is not well known, so they decided to open in Bandar Jengka because the population in Jengka 8 is less than in Bandar Jengka.

Due to pandemic Covid-19 that they faced is they cannot open restaurant for long hours because the SOP that they should followed and have been stated from government. There are several SOP that Jengka & Co. should fulfil to avoid from pay fine from any police or MKN. Also, they can do the food delivery but most of the people want save money from buying food from restaurant because they want to stay home and it is easier if they cook at home rather than buying food from outside.

1.3 Business Performance

Jengka & Co. is one of the food shops that sell steamboat, western and other food. In early months of the year 2021 which is January they still faced pandemic Covid-19 which they can open until 8.00 p.m. We know that most of the economy in Malaysia are face some problem for every industry such as education, food and beverages, factory and others. They can provide food until 8.00 p.m. because the rules that have been states from government.

Also, most of the time their target market is students from UiTM Jengka, Pahang but due to Covid-19 cases are increasing all education places are closed and they cannot come to the restaurant. So, they faced some problem with the decreasing of the customers and customers from Jengka cannot come for dine in because the distance of the people has to follow because that is one of the SOP in the restaurant.

It is not worst for them just because the pandemic Covid-19 but this is one of the challenges that they faced during this MCO after 1 year have gone. Their business performances not decreasing at all but just growth lower because they cannot get more customers because of the first their target market is students. Jengka & Co. one restaurant that famous in Jengka because they are one of the restaurants sell steamboat with lower price and delicious.

Their performances based on the number of customers that buy their products in the restaurant. When they get less customer, they cannot get more income and profit to recover their model every day. At a moment when MCO ask to close everything they get faced the worst time because they cannot open their restaurant at all. This is giving impact to them to start again if the MCO are closed back.