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UNIVERSITI
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CASE STUDY

ENT 300

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NASKEN COFFEE

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EXECUTIVE SUMMARY

Based on entrepreneur of Nasken Coffee, they always faster actions that go beyond my imagination. They only start 1 branch on 27 December 2019 but in one year later the 10th branch has opened on 31 December 2020 in TROIKA, Kota Bharu. They have entrepreneurial competencies such as initiative, sees and acts on opportunities systematic planning and lastly self-confident. They were inspired because can do that in short of time. Everyone know about this café and be number one of choice at this time. They not only focus in same menu but always update news menu. Hopefully, Nasken Coffee continues to develop and become a local brand that can compete with international brands and provide employment opportunities to Malaysians in general.

ENTREPRENEUR PROFILE

If the people of Kelantan want to 'lepak' it is no longer difficult now. This is because hipster cafes in Kelantan are everywhere, like mushrooms that grow after rain. All you have to do is choose which cafe you want to enjoy coffee at.

Nasken Coffee is no stranger to the people of Kelantan because this cafe already has 9 branches in Kelantan and 1 branch in KTCC, Terengganu. It is understood that Nasken Coffee will expand its wings by opening 3 new branches this April. Their main goal in 2021 is to open 40 new branches throughout Malaysia.

In addition to a variety of coffees, Nasken Coffee also provides other dishes such as western food and various types of cakes that make this restaurant a destination of choice for locals.

The history of Nasken Coffee began when Mohd Nazif invited his good friend Mohd Hairi to open a coffee shop in Pasir Tumbuh on 27 December 2019 as at that time, coffee shops were only around Kota Bharu making it difficult for those living outside Kota Bharu to get coffee. Then at the request of many, they opened the next branch in Tanah Merah on 27 July 2020 and the 10th branch on 31 December 2020 in TROIKA, Kota Bharu.

Recently, the Minister of Entrepreneur and Cooperative Development, YB Dato Sri Dr. Haji Wan Junaidi paid an official visit to Nasken Coffee Troika KB branch.

During the visit, he also had the opportunity to show his talent as a barista by making latte art from his own hands. He is also very supportive of young entrepreneurs who are determined to do business in these difficult times.

At the same time, he also recommended that Nasken Coffee expand its business through the franchise system to further expand the Nasken Coffee name. Nasken Coffee also had their own food delivery, not only depends only on food panda or oda makan or other delivery service. They also delivery in front of the house at all their customer.

In this pandemic, they still firmly defend their business at any cost. They try many strategies by divide time of workers but cut one or two days in a week to stabilize the business. They know when they should cut or not and when its stable again it will back to normal because that only the choice in this situations. But the salary not to lower than actual salary.

Many entrepreneurs fall in this situations and some bankruptcy because this situation is very serius that can make entrepreneurs fall at the bottom if they not know to handle it. The Nasken Coffee founder try their best to handle this in brilliant way that make they more famous even in this situation. They also not stated on the same menu but will always update different menu in some of time. Hopefully, Nasken Coffee continues to develop and become a local brand that can compete with international brands and provide employment opportunities to Malaysians in general.

Nasken Coffee also provides reservation in a large number. For example, reunion birthday party, company dinner or etc. They open from 10.00 a.m until 12.00 p.m. .Nasken Coffee also be the choice of artist to visit for a meal. For examples Wak Doyok and Achey come to Nasken Coffee Pengkalan Chepa.

There are 10 branch throughout Kelantan and Terengganu which are at Pasir Tumbuh, Tanah Merah, Kok Lanas, Sri Cemerlang, Pengkalan Chepa, Pasir Mas, Pasir Puteh, Lembah Sireh, KTCC and TROIKA Kota Bharu. Nasken Coffee open 365 days in a year which is open everyday including Hari Raya Aidilfitri, Hari Raya Aidiladha, Christmas Eve, Labor Day and so on.