



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
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ENT 300

CASE STUDY

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EXECUTIVE SUMMARY

Atahcourt is a restaurant that was establishment in 1997 in Kuala Terengganu, and they still maintain a traditional Malaysian food so people can maintain indigenous Malays and various dishes in the old days. The restaurant is also known by locals who love traditional food that has been preserved since our ancestors.

The place is also famous for its variety of cakes. The name of the restaurant given to Atahcourt is because the place is very unique where they keep the restaurant old style surrounded by buildings. The name also from their memories which is memorable to them.

Their business objective also to promote ordinary traditional snacks into a viral finger food. Their achievement is also to provide their family no matter how their family are, they will still always help their family because based on their words “Family comes first”. Without family we are nothing to begin with.

The business also focused on hardworking and connection to their staff which strengthen their business until now and still going on and people choose the place based on the place and the customer service that were given by them.

ENTREPRENEUR PROFILE

The entrepreneur of Atahcourt is a family restaurant that were owned by Tuan Sharifah Ruzida Binti Tuan Jaafar, which her age is 52 years old and her husband Hamizi Bin Ishak, which is 55 years old were they owner of the family restaurant Atahcourt. The restaurant Atahcourt were established on 1997 in Kuala Terengganu and they serve traditional Malaysian food and some variety of cakes.

In addition, they also provide many types of traditional food that made the choice of the locals in Kuala Terengganu.

The history of the family restaurant, Atahcourt started when Tuan Sharifah Ruzida Binti Tuan Jaafar owner of the restaurant and her husband, Hamizi Bin Ishak married and started their own business since they got Diploma in Food Service Management during their student years. They also have been planning a lot before started the restaurant business and took awhile of thinking for their family. Since their family support their decision in running a restaurant they started right away with small number of tables and a kitchen to begin with.

After a while they received help from their family and friends and help their business grow bigger by telling others about their grand opening family restaurant, Atahcourt.

Recently, their business had some challenging because of virus outbreak which is Covid-19. They had no choice to stop their business because of that and they still serve people through online and spend more time at home making their new products which is many varieties of cakes which help their business going on.

During 2002, their restaurant started to boost to the roof where they had may customers coming over from morning till night to have a taste of their traditional food. They also had that opportunities to show their skills in cooking of the traditional food.

During this pandemic they have been trying their best to maintain their business going on, they keep trying to new ways for their business during pandemic but it doesn't affect them and they tried everything they could to make their business running.

There are many entrepreneur business fall during pandemic but they still manage to hold on tight on their business and keep on taking necessarily actions to keep their business standing while other restaurant already been shutdown by their owners because of the pandemic and they had no choice to find other job to provide their family.

ENTREPRENEURIAL COMPETENCIES

1) Initiative

The Atahcourt of entrepreneurs was able to hold their business for 24 years and This restaurant still standing in Kuala Terengganu. Although the Atahcourt restaurant only have one branch but they still manage to ran the business through all these years and the restaurant still run like usual. Their main goal is to provide their family to be have a better live so they can focus more on their family that were needed. They always have been the one that keep on the family business going and keep on going. They also advertise their business on Facebook by sharing their locations and their food to attract nearby people to eat there.

2) Sees and act on opportunities

The history of restaurant Atahcourt began when **TUAN SHARIFAH RUZIDA BINTI TUAN JAAFAR** married to **HAMIZI BIN ISHAK** and started their own business to provide their family when they having hard time to get a job and they started to do it small and received some help from family and friends helping them grow together. They also had their own land and make that land into their restaurant. They also took every opportunity when they had and try to work harder and keep improving their dishes with new extra menu. They also focused on making the restaurant to be a big with more branches in the future and hoping they cold achieve it if they keep working harder and keep on improving. They also will accept opportunities to get equipment, financing, workspace land or help from other parties.