



اَوْنِبُوْرَسِيْتِي تِي كُنُوْ لُوْ كِي مَارَا
UNIVERSITI
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FACULTY OF ART AND DESIGN
INDIVIDUAL ASSIGNMENT
FUNDAMENTAL OF ENTREPRENUERSHIP (ENT300)

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Executive Summary

This case study is important to assess the background of the selected company, the analysis of the company as the main case study

as well as company problems from all the alternatives that have been provided by management.

the method used to study the analysis was through company interviews through phone calls and reviews from people who had already bought and tried

such products as well as finding business information from the internet.

Based on the findings during a google search, I have chosen a food -based business which is the lemang toki business. For example, in this business they sell various types of food and the most special is lemang.

This lemang business was started on a small scale since 2006 by a manager named Mr Mazlan. Since 2010, this business has started to grow and attract locals to taste the delicious lemang produced. In the years that followed, the business continued to grow rapidly to this day. various other types of food are also produced such as grilled chicken, rendang, sour water and various types of products. the estimated collection of lemang toki business in a day reaches RM 50 000.

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1.0 INTRODUCTION

The business location of lemang to'ki is located in the district of bentong, pahang. This business offers food products served with various types of menus to customers. Among the special foods served are traditional lemang and other foods such as rendang, meat and grilled chicken of various kinds. rice and side dishes.

The target customers for this business are residents in the business area and customers from the capital city of Kuala Lumpur heading to Kelantan as well as most tourists from abroad. quality as well as halal.

Offering a reasonable price and in accordance with the dishes produced. Lemang is the main menu served to customers because of the uniqueness of its production. A stick of lemang is estimated at Rm 10-15 per stick.

1.2 ENTREPRENEUL BACKGROUND

The founder of this TO'KI lemang business is Mr. Mazlan bin Ramli who is 56 years old and lives in the Sungai Marong residential area. Mr. Mazlan has 5 children and 3 of them have established a household. Mr. Mazlan has a beloved wife named Puan Noaizan binti maarof 49.

Organisation chart

