



UNIVERSITI  
TEKNOLOGI MARA  
CAWANGAN KELANTAN

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Faculty of Art and Design

ENT 300

Fundamental of Entrepreneurship



ROTI JOHN KETAGIH

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## **Executive Summary**

At the end of the case study, I gain a lot of new knowledge about business in the real world. The overview of this is that I able to see the real life situation where I see the existence problem that needs to be solved and the aspects that can be improved over time. For example, the company's is lack of worker, do not a more suitable place and poor marketing strategy.

Roti John Ketagih are business that sells various of roti john in Kok Lanas, Kelantan. The business's main competitor is to make this Kelantan children's recipe is developing more advanced in our country. The business makes up the competition by selling their products at a more affordable price for all community with a various type of their Roti John. The company also promote their business and products through advertisement in the Social Media such as Facebook, WhatApps and Instagram.

The company has five store branches in Kelantan. While studying for this chosen stall, I had identified a few problems in the business process. How the stall faces with major problems such as marketing activities, operation activities, administration activities and financial activities. Among the problems that this stall faces is many customers and orders requested by customers whereas they do not have many workers to finish all the orders.

And lastly are the recommendation and improvement that can be made to overcome the company major problem. In conclusion I hope that this will giving a complete idea of what I have worked for this research.

## **Introduction**

Assalamualaikum, I am currently study at UiTM Kampus Machang in Kelantan. The course that I take is Diploma in Computer Science. The reason I doing the case study is because it is in our ENT300 syllabus. I am required to write a report based on our study which is about the problem or challenge that need to face to make a business. Entrepreneurship education seeks to provide student with the knowledge, skills and motivation to encourage entrepreneur in a variety of settings.

Entrepreneurship education focused on the development of skills or attributed that enable the realization of opportunity.

The purpose of this case study is to provide a better understanding for me to assess my chosen business plan. This case study is done to analyse in detail about a business for me to be able to manage one effectively and efficiently in the future. I also make a case study on a company to know about their financial, operation and management. I study a business in stall and food service industry. It is a stall called Roti John Ketagih Kok Lanas. In this case study it helps me to improve our knowledge in doing business plan later.

I study about the background of the business and process of rendering the service. I was able to assess our knowledge in entrepreneurship in this study. The purpose of this study is to know the problems faced by the owner of the stall in handling the business and how they find the solutions to face the challenges. I got to identify the problems after a careful observation and meeting the owner of the stall. I started by meeting the owner of the stall and interviewed him to know more about the business.

In conclusion, this project is good to the student as they study about the business in their life.

## **Company Background**

This ROTI JOHN KETAGIH was established in 2019 and has been operating for 2 years so far. The largest or parent branch started in the Pintu gang area and after Roti John was addicted it opened another branch near Kota Bharu in the Tesco area and these 2 areas have been operating for 1 year.

After that, the addicted john bread has made a friendcharge or agent opening to the public. With the opening of roti john ketagih has expanded its business in 3 more areas including kubang kerian, tumpat, dank ok lanas.

Costing for friendcharge is 3000 ringgit. This friendcharge costing includes kitchen, food outlets, appliances and coaching

## **Administration Plan**

### **Administration Activities**

#### **VISION**

To be a well-known entrepreneur