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CASE STUDY: COMPANY ANALYSIS

NASI KUKUS MALAYA AYAM CINCANG

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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1.0 ACKNOWLEDGEMENT

During completing our assignment for case study: company analysis, we get the chance to interview directly with the SME entrepreneur through WhatsApp medium. In the process of completing the assignment, we get a lot of information about the survival of SME business during the COVID-19 pandemic.

Firstly, we would like to express our gratitude to our supportive lecturer, Madam Siti Zaitun Binti Saddam for always guiding and consulting us on this case study. Special thanks to En Zaihasri the owner of Nasi Kukus Malaya Ayam Cincang who agreed to do the interview session with us despite his busy schedules. We would like to thank our teammate and our family for being understanding and cooperative while we are completing this assignment.

Last but not least, Alhamdulillah we managed to complete this assignment although there are some obstacles that we have been going through.

2.0 EXECUTIVE SUMMARY

The case study is focusing on the capability of the SME to continue their business as usual after being affected by COVID-19 pandemic. Not only they cannot generate sales, they also face problems such as company cash flow and revenues gained. When this happens, the contribution to Malaysia's GDP will be decreasing as some of the SMEs companies need to shut down their business. To survive, the business owner needs to struggle a lot to maintain his business by rearranging business strategy and help his staff that get affected too.

There are a few problems that arise in Nasi Kukus Malaya Ayam Cincang Enterprise. This case study has identified one major problem and suitable solutions to help the business owner in expanding their business in this pandemic. All of the findings are based on an online interview with Encik Zaihasri, the owner of Nasi Kukus Malaya Ayam Cincang. Other than that, the case study also discussed the opportunities that can be grabbed by business owner while facing the pandemic.

Therefore, the case study for Nasi Kukus Malaya Ayam Cincang Enterprise is to measure the capability of the owner on how they are facing the problems in order to survive in this pandemic. It summarizes the impact on SMEs and how SMEs develop their business to another level.

3.0 INTRODUCTION

3.1 Background of the Study

Nowadays, business can be done by using offline or online methods especially during COVID-19 pandemic where people prefer to buy products or services through online platforms. Online platforms create many opportunities for SMEs entrepreneurs to be more creative in doing marketing strategy and be able to hold on to their business without going through bankruptcy. This case study is about Small and Medium Enterprise (SMEs) which said that SMEs contribution to the overall GDP of Malaysia is 38.9% in 2019 according to the Department of Statistics Malaysia. We can say that SMEs are the backbone of Malaysia's business environment.

However, during COVID-19 pandemic, the contribution of SMEs to Malaysia's GDP decreased because of Movement Control Order (MCO) and lack of digitalization made by the SMEs company to sustain their business. In result, within a week of MCO starting 18 March 2020, 70 percent of SMEs reported a 50% drop in business. In contrast, the Malaysia Digital Economy Corporation (MDEC) increased to 20 percent for e-commerce in 2020. For unfortunate SMEs business owners, they had to shut down their business as they could not cope with the demand, unable to pay rent as drop in sales or difficulties in obtaining raw material and had to pay additional cost to have it.

In this case study, we determine to investigate the effect of COVID-19 on one of the SME business owners who are running a few restaurants and how he is able to sustain his business during the pandemic. Did he lay off his workers during the pandemic or any other alternatives were taken? Is it challenging to start the business all over again after MCO? After all, everyone is doing their best no matter the government or SMEs business owners in order to keep their business on track and be able to digitize their business.