



CASE STUDY: COMPANY ANALYSIS

ABANG COFFEE

ENT530Z

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF BUSINESS AND MANAGEMENT
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PROJECT TITLE	: CASE STUDY REPORT
NAME	1. SYAMIM NAJIHA BINTI MOHAMAD SAHIBULLAH (2020449414) 2. SYARIFAH AMIRAH BATRISYIA BINTI SYED MOHAMAD ATHAR (2020452782) 3. SITI HAZLYANA BINTI MOHAMAD KHAIRI (2020448972) 4. NURSHASYA NABILA BINTI IDHAM KHALIL (2020869464) 5. NURUL FAZLIANA BINTI BASIRUN (2020455222)
LECTURER:	MADAM SITI ZAITUN BINTI SADDAM

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EXECUTIVE SUMMARY

Abang Coffee is one of the small coffee stalls that offers a variety of types of coffee at an affordable price. In this case study, we are referring to the branch of Abang Coffee in Bukit Jelutong which is owned by Miss Ainun Qursyah. They serve various types of coffee such as classic black coffee, hazelnut coffee and cappuccino coffee. Not to mention that they also serve some mixed flavour to their customers.

For the Abang Coffee branch in Bukit Jelutong, there is one goal that has been highlighted in its business strategy which is improving in terms of services. Besides, this case study also highlighted the business's strengths, weaknesses, opportunities, and threats using SWOT analysis. SWOT analysis is important in evaluating whether the company does well or not, addressing what the business is lacking, minimizing risks and the maximization of opportunities of growth.

This case study also mentions the sustainability of the business in facing the real problem in order to maintain its business in the future. Due to Movement Control Order (MCO), some of the operations need to be limited and some of the services are unavailable. For some reason, they would need a strategy and comprehensive move in order to succeed in the real industry.

This case study focuses on identifying the major issues or problems that would likely be encountered in the business. The findings and discussions of this case study are reached from the online interview with Miss Ainun Qursyah in order to get full information of her business.

Every business will face a lot of challenges and problems. There are some problems that Abang Coffee faced in order to sustain their business. This case study is focusing on identifying the main problems of the business and finding the solutions to solve the problems. Solutions are essential in every business in order to enhance business performance. For example, Abang Coffee is facing a problem where they are unable to maintain the taste of the coffee due to frequent exchange of new employees. In order to solve that, Abang Coffee needs to hire permanent workers and train the workers well in order to maintain the taste of the coffee.

1.0 INTRODUCTION

Case study is a study and research that needs to be done in Principles of Entrepreneurship (ENT530). Case study is important in order to ensure students are really understands with the way of how business owners manage their own business.

The purpose of this study is to ensure students know how micro business manages their business in the midst of pandemic in various ways. As an example, the way of how they manage their operation system, marketing methods as well as financial problems.

After they gather all the information that they obtained from business owner, they will be combined in swot analysis and identify them in each category whether it is under strength, weakness, opportunity, or threat.

Finally, students are needed to do some findings and make a discussion to conclude all the information obtained.