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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan

Kampus Machang

DIPLOMA IN COMPUTER SCIENCE (CS110)

FACULTY OF COMPUTER SCIENCE AND MATHEMATICS

CASE STUDY:

SECRET RECIPE

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TABLE OF CONTENT

| NO | TOPIC | PAGE |
|----|---|------|
| 1 | Executive Summary | 1 |
| 2 | Business Description <ul style="list-style-type: none">• 2.1 Founder Background• 2.2 Secret Recipe Background• 2.3 Product for Sale | 2-6 |
| 3 | Entrepreneurial Description | 7-8 |
| 4 | Appendices | 9 |

1.0) EXECUTIVE SUMMARY

This study is based to a company based in Petaling Jaya, Selangor that is Secret Recipe. The researcher conducts this study with the aim of the study to find out more about who developed Secret Recipe. The researcher also wants to know more about products Secret Recipe sells and how the marketing is conducted by the company. In this study, the researcher will be able to find out what kind of strategy the company is implementing to gain the trust of consumers.

The good nature of entrepreneurship in the business makes it possible for the company to benefit more consumers. The hard work put by Secret Recipe has made them well-known for high quality and competitive products. This has allowed the company to remain in the food industry for a long time. In this study, researcher used only secondary data which is obtained from internet sources. The researcher initiated this study after conducting a web search can be found on the relevant web site.

The logo for Secret Recipe, featuring the brand name in a white, cursive script font on a solid red rectangular background. A registered trademark symbol (®) is located at the end of the word "Recipe".

Secret Recipe®

2.0) BUSINESS DESCRIPTION

2.1) BACKGROUND OF THE FOUNDER SECRET RECIPE



Datuk Steven Sim, founder of Secret Recipe is very known well for being one of the most successful marketers in Malaysia. He was born in 1959 in Kota Bharu, Kelantan

Datuk Steven Sim have been tough in his childhood days because his family background was poor. He is very creative as he creates his own toys to play with. However, he had a talent in business since that. Since he is the youngest siblings of 8 children, he always found courage to speak up and reveal what he feels.

Before Secret Recipe, he works at the marketing department of an international company circulating the Asia Pacific. He got chance to visit many countries and studying different cultures.

2.2)

SECRET RECIPE BACKGROUND

Datuk Steven Sim started his business in 1997 with three of his nephews who were bakers. Roughly in age 41, he started business by revealing casual dining concept. He and his three nephews opened their first Secret Recipe in SS2, Petaling Jaya, Selangor.

With Secret Recipe's growth, Datuk Steven Sim had inspiration to create restaurant chain. He passed the franchising rights then extended it outwards. Now, Secret Recipe has gone international with branches in China, Australia, Philippines, Thailand, Brunei, Indonesia and a few other countries.

2.3) PRODUCTS FOR SALE

List of products of from Secret Recipe:

| | |
|---|----------------------------|
| 1 | Absolute Durian |
| 2 | American Brownies |
| 3 | Boston Chocolate |
| 4 | Brownies Walnut |
| 5 | Burnt Cheesecake |
| 6 | Butterfly Pea Lemon Cheese |
| 7 | Carrot Slice |
| 8 | Choc Cheese Berries |

3.0) ENTREPRENEURIAL DESCRIPTION

Goal Seeking

Datuk Steven Sim has a passion for new things, a drive that keeps motivating him to push forward. His passion in seeking out other cultures also contributes to his understanding of other countries which he applies into his business. Passion in Datuk Steven Sim really drives him to achieve his goal and got what he wants.

Persuasion and Networking

Datuk Steven Sim learn to adapt to the situation and can be flexible to modify what does not suit the culture of a place. As Secret Recipe become international, the food had to be modified to suit the different culture's taste. For example, the branches in Thailand would serve more spicy food than the branches in Singapore. He also strives to maintain the high standards of food and services provided in the restaurant. It has even made into part of the mission of Secret Recipe.

Determination

Even Datuk Steven Sim born from poor family, he sought something more in life were determined in his business. He was determined enough to attempt to boost recognition for Secret Recipe and now is still determined to continue expanding Secret Recipe even to Western countries.

Risk-Taking

Datuk Steven Sim taking risk by expanding his business until gone international. Now, Secret Recipe has many branches in many other countries around Asia and even Australia and Pakistan.

4.0)

APPENDIX



new **Boston
Chocolate Cake**



- BROWNIES WALNUT -





