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UNIVERSITI
TEKNOLOGI
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ASSIGNMENT 1: CASE STUDY

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

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COMPANY'S NAME: BEST CENDOL CAFÉ

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EXECUTIVE SUMMARY

I would like to thanks to all the people who help me in finishing this case study directly or indirectly. This case study is for ENT300, so I had choose BEST CENDOL CAFÉ founded by Mr Saharuddin Bin Kuthar. The reason why I choose this business is I am strongly believe BEST CENDOL CAFÉ is one of the famous cafe in Kelantan. What make my reason strength is I have an experience working there. Before this Mr Saharuddin only grow his business only using a truck food, with the high income and profit, he grow his business by build a café. Because of his earnest attitude, BEST CENDOL CAFÉ being a focus place for people to have lunch and breakfast and already known by all the people. Mr Saharuddin success in their business by having a lot of entrepreneurial characteristic such as independent and self-confidence, information seeking and systematic monitoring and planning. By having all of this Best Cendol will grow successfully by one step to another step.

1.0 Business Description

1.1 Business Background

Best Cendol started in 2017 with a name 'BEST CENDOL', founded by Mr Saharuddin. Best cendol did not get a warm response from the starting due to lack of facilities such as tables, chairs and fan. Best Cendol opened by the roadside using a truck food. After 1 years, Best Cendol moved to an abandoned parking area, the place became the focus of many people because it has a strategic place in a city centre. In July 2019, Mr Saharuddin has built a cafe to further expand his business. Best Cendol had be rename from Best Cendol to Best Cendol Café. With 6 employees Best Cendol now have prepared various menus of food and drinks other than cendol. Main menu at this café is 'Cendol Pulut Tapai Kacang' and 'Laksa

Penang' followed by side dishes which is 'Roti Gedik and Roti Bakar'. This café also serve various types of drinks such as milo ice, coffee, tea o ice and etc.

1.2 Business Milestone (or) Business Achievements

The best achievement best cendol is to be one of the best cafes in october, got orders for a feast of 500 containers for weddings. Best cendol has also earned RM4000 a day for sales. Best cendol also gets a lot of orders for any event such as Eid celebrations, birthdays and other events.

2.0 Entrepreneur's Personal description

2.1 Entrepreneur's Personal Background

Mr Saharuddin was born in 1963. After finishing her primary school, he further his studies at Sekolah Menengah Tg Faris Petra from form 1 until form 5. After he finish her secondary school, he then continued his education at higher lever at one of university in United States taking the field of marine engineering for 5 years.

After completing his 5-year study session, he worked as a RMN officer for 25 years in Perak, Kuala Lumpur and Sabah. After his retirement, he started to work at the Boustead as a CEO position for 6 years.

2.2 Entrepreneur's Personal Achievement

In 2002, Mr Saharuddin graduated with Master in Project Management from University of New Southwale Australia.

In 2013, he had retired from NAVY with rank as Captain Royal Malaysia Navy. This is a high achievement in his job. Then he became CEO position in Boustead Heavy Industry.