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ENT530 PRINCIPLES OF ENTREPRENEURSHIP

CASE STUDY

“KYL SHAKES SHAKES”



FACULTY OF BUSINESS & MANAGEMENT

BA246 4B

SUBMITTED BY

AINUR FARISHA FADZIL	2019406514
NORANIS HAZWANI BINTI AZMI	2019872206
SITI AISHAH BINTI M.A.KARIM	2019291096
NURUL EYZEATY AQMA BINTI DARMAWI	2019416472

SUBMITTED TO

DR KOE WEI LOON

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EXECUTIVE SUMMARY

Kyl Shakes Shakes is a sole proprietorship business which started and owned by Nur Aqilah Afiqah binti Awaluddin. It is registered as Kyl Shakes Shakes Legacy under the Companies Commission of Malaysia (SSM). Kyl Shakes Shakes is operated at D1-T6-U1, Pangsapuri Putra Harmoni, Jalan P9B/2, Presint 9, 62250 Wilayah Persekutuan Putrajaya, Malaysia. The business hours are from 3 p.m. until 11 p.m. The business day is Monday to Sunday except on Saturday.

The idea and concept behind Kyl Shakes Shakes is to bring uniqueness and limitless creativity in a cup of drinks. In addition, Kyl Shakes Shakes emphasize on vibrant visuality to the customers by using Facebook medium to interact with the customers with funky visuals. It is also to provide tasty drinks to satisfy the palate of the customers.

Kyl Shakes Shakes is a product that is projected for all layers of market. The price sets are affordable for targeted market such as government servants, families, students and residents around Presint 9. The flavours provided are also made to fit the palate of the customers according to their age range. For teenagers, the sweet flavours are suitable for them as for the older range of customers they can choose for coffee options. They also can choose healthier options by choosing the lever sugar from normal, medium and extra sweet.

Kyl Shakes Shakes products line are divided into Iced Shakes and Bubble Shake's. There are more than 10 varieties of flavors to choose from. Each cup of drinks is complimentary with whipped cream, evaporated creamer and Hershey's syrups. The price offered is affordable and worth more than the quantity offered. The price is also intended to ensure that all customers able to buy cup of Iced Shakes or Bubble Shakes. The price is ranged from RM 4 to RM 6 only.

Kyl Shakes Shakes has used Facebook as social media platform to connect with the customers. Kyl Shakes Shakes has 357 likes on Facebook and the marketing strategy is to use visuals such as picture to attract the customers attention. The profit Kyl Shakes Shakes managed to gained is RM2,140 monthly. Other than that, Kyl Shakes Shakes also have used Go-Ecommerce site to update the daily sales and expenses as well as to show the indication of the business whether it is doing well or not.

1.0 INTRODUCTION

1.1. Background of The Study

The growing popularity of boba culture has become a part of the Asian lifestyle and culture, particularly in Malaysia. Depending on its origins, it can serve as a representation of various spheres of life and characters in people in a broader sense. The majority of flavours are inextricably linked with ice blended, toppings, and shakes. It is distinguished by its local flavour, freshness, and high ingredient quality.

According to Lai et al (2019), boba is one of the most popular drinks among Malaysians. Furthermore, there is a 3000 percent increase in delivery orders for ice blended boba among Southeast Asians via Grab Food in 2018. This quality explains the cultural and geographical characteristics mentioned above. According to F.G. Winarno and A. Allain of the Food and Beverages Technology Development Centre, ice blended boba can then be defined as a large variety of easy to make and relatively inexpensive drinks, especially prepared during leisure time (1986). It is well-liked and well-known by everyone. Everyone benefits from its healthy consumption, and it also provides one important aspect in Malay culture: the pleasure of trying something new or 'Viral'. Its unique taste and affordability are two factors that contribute to its popularity and demand in the country. Its success spawned a slew of similar products. TeaLive, Chatime, CoolBlog, and many other boba stalls are among them.

Competition is common in all business environment which demand the attention from firms to develop effective strategies to allow them to be different from competitors. In the case of Kyl Shakes Shakes, the existence of many similar competitors that offer almost similar products. From year 1983 to 2015, there were many beverages specifically ice blended boba manufacturers arose in the state of Putrajaya. There is one well-known brand of competitor registered that produces products similar to Kyl Shakes Shakes, such as TeaLive, which is the main competitor of Kyl Shakes Shakes due to its proximity to the company's location. Furthermore, Kyl Shakes Shakes found out that their customers went to another ice blended producers to make a comparison in term of price, taste and type of ice blended. This was not an easy task to carry out especially when there are similar manufacturers especially, small micro enterprises that offer almost identical products with a well-known brand.

Moreover, one of the major challenges that Kyl Shakes Shakes faces is that they are not involved in the implementation of new communication technology such as social media. The current trends and convergence in communication have compelled many Small and Medium-Sized Enterprises (SME) to pursue new methods in order to satisfy their market approach. According to Heene and Sanchez (2010), when a company does not work to improve its competitive advantage, it risks losing its competitive life, competencies, ability to expand services, and ability to increase the value of its capabilities, and thus losing business to competitors. Consumers' opinions and preferences in selecting goods and services can be an influencing factor in determining the point of difference. A company's point of difference can influence their customers' purchase intentions. The organization must determine which points of differentiation influence their customers' purchases and, as a result, create their intent to buy. Kyl Shakes Shakes must understand and establish their point of difference in order to attract customers to purchase their brands. There are common characteristics that customers of ice blended usually look for when purchasing ice blended like those manufactured by Kyl Shakes Shakes. In order to justify the extent to which these points of difference influence customers' purchase intentions, this study is carried out to determine which dimensions in the points of difference will have the strongest influence on customers' purchase intentions toward ice blended produced by Kyl Shakes Shakes.

1.2 Purpose of The Study

The purposes of the study are as follows: -

- 1.1.1. To ascertain the effect of different types of ice blended as a point of differentiation for Kyl Shakes Shakes Enterprise on customer purchase intent.
- 1.1.2. To determine the impact of Kyl Shakes Shakes' packaging type as a point of differentiation on customers' purchase intentions.
- 1.1.3. To create a new communication medium in identifying and defining marketing strategy for Kyl Shakes Shakes in order to increase their market share.
- 1.1.4. To develop recommendations that enhance purchase intention through point of difference for ice blended beverages produced by Kyl Shakes Shakes.