



CASE STUDY: COMPANY ANALYSIS

# MAKSU NASI AYAM MADU

Principles of Entrepreneurship (ENT530)



اَبُو سَيِّدِي تَيْكُو لَوِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT  
BACHELOR IN HUMAN RESOURCES MANAGEMENT (BA243)

SEMESTER 4  
CLASS: ENT530X

LECTURER: PUAN RAHAYU HASANORDIN

SUBMISSION DATE: 20 APRIL 2021

AININ SOFIYA BINTI KAMARULZAMAN	2020976673
ATIKAH BINTI ABDILLAH	2020975311
MUHAMAD NUR SYAFAWI BIN ABDUL GANI	2020975173
NUR'AIN FATIN BINTI NOR SALLEHUDIN	2020995459
NUR IRDAWATI BINTI RAHMAN	2020969019
NURSYUHADATUL AISYAH BINTI SANUDIN	2019814356
NURUL AIN SHAFIKAH BINTI MOHD NOR AZRI	2019489004
NURALYA HUDA BINTI MOHD AZAM	2019814214

# 1. ACKNOWLEDGEMENT

Alhamdulillah, first of all, we would like to thank Allah SWT, the Almighty, for His showers of blessings as finally, we were able to complete our case study assignment that has been given by our lecturer to us. This task had been done with all effort by group members and we were able to finish it properly and wisely.

Besides that, a big thank we address this to our lecturer, Pn. Rahayu Hasanordin because without her guidance, our project cannot be done properly. She always gives us support and guides us on how to carry out this case study and present the case study as clearly as possible. It was a great privilege and honor to work and study under her guidance.

On the other hand, thank you to Mrs. Siti Fatimah, the owner of Maksi Nasi Ayam Madu for letting us conduct an online interview even though she has a tight schedule. Thank you for all the input and information that she willing to share during the interview. We would also like to thank her for her friendship, empathy, and great sense of humor.

Finally, thank our beloved group members that always stick together and work hard to produce a good assignment with all effort and responsibility. Thank you for always giving motivation, sharing ideas and opinions. Hope that all the effort will give a lot of benefits to us and our group project. A million thanks we wish to all our classmates too.

# Contents

## 1. ACKNOWLEDGEMENT

## 2. EXECUTIVE SUMMARY

## 3. INTRODUCTION

- Background of The Study
- Purpose of The Study

## 4. COMPANY INFORMATION

- Background Company
- Organizational Structures
- Products/Services
- Business, Marketing & Operational Strategy
- Financial Achievement



## 2. EXECUTIVE SUMMARY

For this case study, we decided to choose a micro-business company which is Maksu Nasi Ayam Madu. In this case study, we provided the company information, where we explain the background of the business, organizational structure, marketing, operational strategy, and financial achievement. Maksu Nasi Ayam Madu who are owned by Mrs. Fatimah sells variety of food such as Nasi Ayam Madu for the main menu, Mee Curry, Bone Soup with rice, chicken porridge, and others. The business was run by Mrs. Fatimah and her husband from March 2013 until now. Now, she has three subordinates to control the business under her guidance.

Besides, we also identify SWOT analysis for Maksu Nasi Ayam Madu. For SWOT analysis, it is one of the advantages to identify the strength, weaknesses, opportunities, and threats of the business that can reduce the chance of failure by understanding what the business is lacking and eliminating hazards that would catch the business unawares. Furthermore, this case study also shows findings and discussions of Maksu Nasi Ayam Madu. After we conducted an online interview with the owner, we identify that the major problem that has been faced by this business is limited seating spot, and lack of marketing strategy. Here, we also provide solutions for the business to overcome those problems.



# 3. INTRODUCTION

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## Background of The Study

Principle of Entrepreneurship (ENT530) is one of the elective subjects that need to be taken by all UiTM students at the Bachelor level. This course is designed for students who are interested in creating a venture, acquiring an existing business, or working in start-ups or corporate venture companies. In this course, student will be conducting a case study for small or micro businesses in any industry and conduct an online interview. Students are required to collect as much information about the companies and identify several problems that are faced by the business or company. Therefore, students will analyst the problem using SWOT analysis and find the solution to overcome the problems. By doing this case study, students will be exposed to how a real-life business run and operated. In this case, we are conducting a case study of Maksu Nasi Ayam Madu, which is a business that provides services for food and beverages.

## Purpose of The Study

The purpose of the study allows businesses to show how their product can be used. The main purpose of case studies is to show us the story where they illustrate how their product or service can be used, and why it is beneficial to customers or users. In this case studies, it is also focus on the customer's perspective. Instead of talking more about their businesses, they should focus on how a customers used their product. Furthermore, they get to describe the process and the results of implementing their product from the customer's perspective.

