



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

PAPA'S COFFEE

SOLE ENTERPRISE

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PROJECT TITLE: CASE STUDY OF PAPA'S COFFEE

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EXECUTIVE SUMMARY

Papa's Coffee is located in Summer Mall, 94300 Kota Samarahan Kuching Sarawak. This company is the first and the sole branch of their company as they were established on 28th April 2018. Papa's Coffee consists of a manager named Mr Peter Bargeon and he managed three other staff including a barista. Papa's Coffee is different from the other companies such as Secret Recipe or Starbucks. It is because Papa's Coffee sells local and Western food other than just coffee and other beverages. One of their uniqueness is they put Nasi Lemak on their menu. The most demanded and popular coffees in Papa's Coffee are Latte and Cappuccino. Their operation hour is starting from 10am until 9pm.

Target markets for Papa's Coffee are students from University of Institution Technology Mara (UiTM) and University Malaysia Sarawak (Unimas) and also the local people as well. The average of sale forecast for Papa's Coffee sale forecast is between RM700 to RM800.

There are no companies excluded from facing challenges and problems in order to achieve their goals. Papa's Coffee faced their major challenges or problem which is to put the company in a crowd or attract customers to enjoy their services and products. Other than that, Papa's Coffee also lack of experienced and skilful barista which cause some side effect on their business.

However, there are no problems that cannot be solved. In order to put the company in a crowd, Papa's Coffee should embrace big events so that they can attract people's interest to enjoy their products and services. The solution for the second problem is that, Papa's Coffee should hire more experienced and skilful barista to make the most delicious and fabulous coffee. These solutions to the problems can be made by making analysis using SWOT analysis.

In conclusion, every problem has their solutions. The company only can be succeed if they put their efforts on the highest point and be professional when it comes to problems. This attitude can help the company to arise and become the top business in the national and international level.

INTRODUCTION

We are taking FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)'s course because we wanted to feel about the real business. It was not easy as ABC subject because we need not only deal with lecturer but also manage to get one company to know their business background. It takes time to meet and talk with the manager.

The purpose of this case study is to make sure that we feel the feeling being a businessman and businesswoman. Notice that you need to deal with your employee and at the same time you dealing with customer. Different customers have different type of expectation in term of your quality of product. We notice that customer always being right in whatever they are saying.

The business problem in PAPA'S COFFEE is the company only at SUMMER MALL, Samarahan .They not yet wide their company in Sarawak area. The second company problem is the spacing in that company. It was too small, and limited to people that want to have a cup of coffee.

COMPANY INFORMATION

The company that we choose is Papa's Coffee. Papa's Coffee is located at one of the mall at Samarahan which is Summer Mall. This is the first Papa's Coffee that established in Sarawak which is in Samarahan area. It was established and opened for public on 28th of April 2018.

Papa's Coffee is managed by Mr. Peter Bargeon as the Manager. He managed another 3 fulltime staff including the barista. The barista need to have knowledge with the coffee and have working experienced. The range of their salary is RM 1500 – RM 2000. While the usual staff they are being paid around RM 1000 – RM 1200.

Papa's Coffee is one of the businesses under Summer Entry Sdn.Bhd.

Papa's coffee provides freshly grind coffee especially for the coffee lover. Besides that, they provide local and western food for the customer such as sandwiches, cakes and Nasi lemak. The customer can choose whether they want to have some heavy or light breakfast.

Besides coffee, they also provide other beverages such as moctail and ice blended. The coffee is prepared by the experienced barista. The most demanded and popular coffees are latte and cappuccino.

The coffee supply is from one of the coffee factory in Kuching.

The mission of this company is to ensure the customer that comes have a great and memorable experience with us to make sure they will come back here. Besides that, they also want to make sure that the products that they are selling are up to the customer standard quality. Other than that, the vision which is for a long time, they want the customer to experience the quality foods and drinks. The company want to provide good food and beverages for the people.

The company target markets are student and local people. It is because the location is very strategic. It is near to the University Technology Mara (UiTM) campus Samarahan 1 and 2. It is also near to the University Malaysia Sarawak (UNIMAS). The student spend most of their time at Summer Mall to buy their needs, therefore, Papa Coffee want to attract them to buy food and beverages there. They also provide Wi-Fi for their customer. It will help the student to find the study materials, eat and drink at the same time.

Besides that, they want to attract local people. There are a lot of villages and housing area near to the mall. The local people also spent their weekend to buy house supplies at summer mall. Therefore, they want to attract them to try their freshly grind coffee and spend their weekend there.

Papa' coffee is using promotion as one of their marketing strategy. For example, they provide promotion for Hi-Tea for their customer. Besides that, they provide QR code payment as one of the payment method. Apart from that, they use loyalty card to attract customer to purchase and they held an art competition for their customer.

The sale forecast is at the average of RM 700 – RM 800 per day.

COMPANY ANALYSIS

All company that exist they have their own strength and weaknesses. Besides that, they also have the opportunity and threat that they need to face because of market share which is the competition that they need to face.

For Papa's Coffee, their strength is they provide freshly grind coffee that will satisfy the taste bud of coffee lover. The coffee will be made by the barista that have experienced in handling coffee and the how to do art on it. Apart from that, the also buy a good quality of coffee from local supplier.

Besides that, Papa's Coffee provide customer with a high quality of coffee with affordable price and a good presentation of coffee with experience barista. Other

than that, all level of income can buy their coffee and enjoy their food such as cakes and pastries because they come from different range of price that is affordable and equal to the quality. Besides that, they also serve Nasi lemak as breakfast for local food lover.

Apart from that, their place also very comfortable that will ensure satisfaction for those who want to spent their time with their partner or friends. The student who wants to release their tension after test or exam can really enjoy having their drinks and food there. There is a Wi-Fi and place to wait for their coffee that is available for the customer.

The weakness of Papa's Coffee is the local market which is the people who live around the mall. The people tend to feel that a cup of coffee that cost RM 6.00 feel too expensive for them. It is because their cost of living that keeps on increasing day by day. They think that the coffee that selling at food café is cheaper than those in mall. They should advertize to the people that their coffee preparation is more complicated than those cafes.

Besides that, from the outside Papa Coffee, the place looks exclusive and they have barista. It is will become the factor why people tend to go to another place to buy their drink. They are afraid that they need to pay more money. Next, people might think that Papa's Coffee only sell coffee because of the name itself. While, they also sell drinks other than coffee besides foods. Papa's coffee should put more effort in exposing people about their products and services besides educate people about quality coffee.

While, for the threat is their competitor. The manager told us that they not so much competitor that exist in Samarahan. Their strong competitor for the time being is Secret Recipe. It is because they also sell the freshly brew and grind coffee. Besides that, they also sell foods such as sandwiches and cakes which is similar to Papa's Coffee. They need to attract the customer and compete with the well-known exist company.

Besides that, they only exist for a few months and that makes them hard to compete with the other places that sells grind quality coffee. The other place which is their competitor makes a day for promotion buy 1 free 1 and that becomes a threat for them. Next, the exposure is also not wide. Only people that always go the mall or coffee lovers will know their existence.