



اَوْنِبُوْرَسِيْتِي تِي كُونُوْمِي مَارَا

# UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (300)  
CASE STUDY

NEMESIS Sdn Bhd  
CATERINGS

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## EXECUTIVE SUMMARY



NEMESIS Sdn Bhd was established at UITM SAMARAHAN KAMPUS 1 & 2. This is due to the students demand and strategic as it is located in the area of college and students hostel. NEMESIS Sdn Bhd provide services of caterings and selling foods and drinks. The major problem that faced by NEMESIS Sdn Bhd is they must have the tender or else they cannot open the business. They also have to register for FFO license or else they cannot apply for any tenders. This is the problem that will faced for all company and their will provide their own solution to avoid this problem. NEMESIS Sdn Bhd will fulfill all requirement and give a very good quality in term of food and services.

## 1. INTRODUCTION

The essential and necessities of an entrepreneur is not something that is scaled at an any level. Being a entrepreneur requires maximum effort and lots of sacrifice that must be made in order to achieve the goal the entrepreneur has been longing for. As said by Albert Shapiro, an author who write books about entrepreneurship, entrepreneurs take initiative, accept risk of failure and have a internal locus of control.

My team and I had conducted a case study to understand more about the entrepreneurial scope as an option to work in the future. A better understanding of the entrepreneurial scope will give us heads up in selecting the type of business that my team and I would favour most.

Main reason why my team and I have decided to conduct the case study on food industry is, we think business in food has the large scope where entrepreneur can gain more income it is because food is one basic need of human being plus it attract most of people attention. Since everybody love to eat, so why not?

It is very simple, make customer find us, get the tenders sell the best food with good services, make the customers happy and earn the money. The reason why NEMESIS Sdn Bhd decided to form it because they want to overcome that problem at UITM Campus 1 that had limited places for student to enjoy their meal everyday.

It has been more than a decade NEMESIS Sdn Bhd, has been providing their services and the food and catering industry but even a small company as such would still experience problems and issue regarding their good and services. Among the problem that company had faced includes lack of workers behaviour basically of their discipline, and also problem in term of staffs turnover.

As explained by the manager of NEMESIS Sdn Bhd even though these problem arise, their must always be a solution to help overcome them. Entrepreneurship needs determinations.



## **2. COMPANY INFORMATION**

### **i BACKGROUND OF COMPANY**

NEMESIS Sdn Bhd is the company that owned by our local people, Mr Mohd Firdaus Law Abdullah. These food company was lead by him and was helped by approximately 30 staff. All of his staff has a lot experience in working plus they have been working or Mr Abdullah quite a long time. NEMESIS Sdn Bhd is located at UITM KOTA SAMARAHAN CAMPUS 1. Other than that, NEMESIS Sdn Bhd have another food stall which is Nasi Campur and it is located at UITM KOTA SAMARAHAN CAMPUS 2. Before this, NEMESIS Sdn Bhd also has another branches but Mr Abdullah stated that he wanted to focus to only those two places as I mentioned above. As we know, Dewan Makan and Kedai Nasi Campur are both located at campus, so there are high demand for customer due to the strategic places and of course people need to eat everyday. The business run smoothly with the help of his quality workers and also his strategic planning up till now.