



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

AIMUNI CAFE

PREPARED BY :

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PROJECT TITLE : CASE STUDY OF AIMUNI CAFE

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EXECUTIVE SUMMARY

Aimuni Cafe offers a Traditional Food such as home cook food, village food and 'Roti Canai' that gives high satisfaction for customers. The customers that bought food from them are identified from all class who want consume product with affordable price of product. They also targeting college student and factory workers because the placed is near to college and factory. They do not provide the delivery of food because they only focus on service for the customer 100 percent at their own cafe.

Aimuni Cafe do not have any branches across Sarawak. Aimuni Cafe has seen an explosive growth over the time. Mostly the demand for the food are during annual festival such as Hari Raya, Hari Gawai, Chinese New Year, wedding events and so on. This kind of situation always happened in the town area, because people have no time to cook when it comes to the big event. So, they will call out the catering to cook or prepared the dishes.

1. INTRODUCTION

First of all, for this semester we study about The Fundamental of Entrepreneurship. The study of entrepreneurship is concerned with the entrepreneurial behavior, the dynamics of business set up and expansion and development. In this course we need to do a case study in a group project. We have been asked to make a case study based on an existing company that was operated in Demak Laut, Kuching. The entrepreneurship is where a company have decided to involve themselves in the marketing field. Marketing is the activity, set of institution and processes for creating, communicating, delivering and exchanging offerings that have value for customers , clients, partners, and society at large. The company will provide either products based on items or services.

Product is the item offered for sale. A product can be a service or an item. Back to the topic that has been discussed , case study is roughly contain many information based to be used as group projects but also concise enough for individual class assignments and discussions. The cases are based on real-world situation whether they refers on an actual company.

There are many reasons or purpose on why case study that needs to be done :

- To analyze the performance of the organization.
- To analyze the performance of the company.
- To identify the weaknesses of the organization/company..
- To find the recommendation on the problems that the company/organization have.
- To maintain the condition between employees in the company/organization.

2. COMPANY INFORMATION

2.1 Background of the company



Our group project was going to interview the Aimuni Cafe at Jalan Demak, Kuching Sarawak. Even though many barriers such as traffic jam on the way of Aimuni Café, we continue to go interview the owner of Aimuni Café. As we know, the name of Aimuni Café is got from her friend's idea which once owned by her friend. However, Mrs Rafeah Binti Pae now is the owner of Aimuni Café and she takes over all the management.

The name of the owner of Aimuni Cafe is Rafeah binti Pae. She is 39 years old and the single mother of 2 children. Aimuni cafe has been in operation for 6 years from 31 December 2013 until now. Aimuni Cafe officially operates after one year is set up. This is because they still do not have a valid business license to officially operate.

Before she was involved in business, she was a full-time factory worker. The main reason why Aimuni Café was set up is because of the time constraints with families especially with her children. Mrs Rafeah Binti Pae did not have enough time to spend with her children. Besides, she intends to increase her monthly income. Another reason why Aimuni Cafe are set up is on the encouragement of family and