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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

BURGER O' MYY

**FACULTY & PROGRAM : AM110 – FACULTY OF SCIENCE ADMINISTRATION
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PROJECT TITLE : BURGER O' MYY

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1.0 EXECUTIVE SUMMARY

Another home based Western Food Restaurant located in Samarindah, Burger O Myy. The restaurant was originally located in Rimba 12, Kuching and has just started their operation in Samarindah. They will expand their business in Desa Ilmu, Kota Samarahan at the end of October 2018. Historically, Burger O Myy was originally known for its large burger sold at Bus Stop opposite Riverside Shopping Mall, Kuching. The tastes of its large size of burgers are much better and satisfied than McDonalds but they are unable to make the brand perception as strong as McDonalds globally. Burger O Myy is located at Lorong Samarindah Baru 13, Kota Samarahan. Despite a fairly deep location, there are suprisingly crowded visitors who enjoy their nightlife here. They start their operation from Monday to Saturday at 4pm until 11pm.

In this case study, there are a few elements that we have studied which are:

- a) The company's problem identification
- b) Company analysis
- c) Discussion on major problem
- d) Recommendation to the problem

There are a few problems occur within the company in order for they to expand their business. There are also ways for the company to improve on what should they do in order to fix the problems from arises next time by making analysis using the SWOT Analysis.

There also will be few recommendation stated by our group members to ensure that the company still be able to operates for the next few years and not left behind by other similar companies.

2.0 INTRODUCTION

The Fundamental of Entrepreneurship (ENT300) is a study about how an organization being established and how it operated. It is important for the student by learning something else aside from their own course subject. Studying entrepreneurship benefits students and learners from different social and economic background because it teaches people to cultivate unique skills and things outside the box. Moreover it creates opportunity instills confidence, ensure social justice and stimulate the company. Entrepreneurship education also provides budding entrepreneurs with the skills and knowledge to came up with the business ideas and develop their own ventures. These include helping them to learn about core business areas such as finance, sales, marketing, management and accounting. The purpose of the case study is to get information own how they established a successful organization and the background their company. The company that we choose is BURGER O' MYY which is located in Taman Samarindah. The business problem that this company face are not enough parking lot for customer, difficult to do their marketing and promoting and difficult to get permanent base for their stall. Our thoughts about their company's problem are they don't have any delivery service and there are too many flies flying around.

3.0 COMPANY INFORMATION

3.1 BACKGROUND



BURGER O' MYY is a company that comes from the owner's ideas who is from Miri Sarawak. BURGER O' MYY stands for 'Burger Orang Miri'. The owner name's is Razif bin MohdYunus and he is 33 years old. His wife is Siti Mariam who is lecturer of Medic in University Sarawak Malaysia (UNIMAS). Mister Razif started to open up a business in Kuching because his wife works in UNIMAS. Before he established this company he used to worked in Immigration Department and retiring at 2013. He started to open up BURGER O' MYY business at 2013 but the stall base always changed. His business capital is from his own pocket money and he never getting any loan. His first stall base is in KampungGersik and the second base is Bus Stop Waterfront Kuching. After that he moved his stall at in UNIMAS Kuching for two years. Then, he moved to the Stall Rimba 12 for one years but the renting cost too expensive. After struggling for years he buys a house in Taman Samarindah, which is his current base. He started his business in front of his house with 4 tables only and his first sale is RM48.00 only. After 3 months, his business went viral and sales start to increase. Now his current income is RM40K+. After he got a lot of customers and profit, he started to upgrade his stall beside his house only. The upgrading cost for the whole big stall is RM58000.00. Mr. Razif said that his patties are homemade and his bun being booked from Mita Cake House. For him, branding is very important so that people can recognize his product. After he renovate his stall, currently he has 20 workers and the worker's salary is RM920 per month. The salary will increased depends on the worker's experience. In November, Mr. razif will open up a new branch in DesaIlmu, Samarahan.