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UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

SERAPI

FOOD AND BEVERAGE

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## **EXECUTIVE SUMMARY**

Serapi Corner is known as one of the best restaurant in Kuching. Known for their delicious cuisine and variety of foods, its delicacies have never to disappoint the diners. This is the reason why we chose Serapi Corner; this is due to their expertise in managing a big restaurant such as that. We decided to pick Serapi Corner to become our case study because we want to learn the way they managing and tackling certain problems of their business. Some of the problem can be identified which is financial problem, employees or in other word team management and also competition.

## INTRODUCTION

Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in variety of settings. Variations of entrepreneurship educations are offered at all level of schooling from primary or secondary schools through graduate university programs.

Entrepreneurship education focuses on the development of skills of attributes that enables the realization of opportunity where management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving "profit" in some form (which in non-profit organization or government can take the form of increased services or decreased cost or increased responsiveness to the customer/citizens/client).

The purpose at this case study is to analyse the strength, weakness, opportunity and threads in staking a business.

In order to become entrepreneur, there will always be problems or challenges. Those problems are: -

- ❖ Competition from other companies

In order to managing a business, there will always be competitions from other company. This is due to increasing number of companies that are similar.

- ❖ Employees

Workers tend to come and go. It is not easy to pick workers who are dedicated and willing to stay and work for a long time. Some of them may have several issues regarding their personal problem such as attitude, performances, knowledge and skills.

- ❖ Financial

Business is not an easy thing when it comes to funding the business. This is due to business are based on profit whereas profit are sometimes did not reach the target.

## **COMPANY INFORMATION**

### **Company's Background**

Serapi or formerly known as and started as Syarikat Tandang Sari Sdn Bhd is mainly a foods and drinks company services which focuses on authentic Penisular Malay cuisine. Serapi started off by only supplying foods to schools and universities such as UiTM and Unimas but then grow by opening up their own branches of food and drinks company services, one of them would be Serapi Corner. This is because they devoted in helping to establish F&B veterans and new entrepreneurs. Serapi is firstly established as Tandang Sari on the February 2, 1995 but then open up shop under the name Serapi Corner on September 2003 at 7<sup>th</sup> Mile Township, Kuching. Serapi focus on "modern nusantara cuisine" hence the name Serapi and this makes them one of the prominent food operators in Kuching. Also, giving good quality and tasty food have always been their key focus. Each concept under Serapi brands is identical yet unique in focusing different culture representation of nusantara cuisine.

### **Organizational Structure**

Founder: Captain Mohd Nasir

Operation Director: Hoo Jefson

Director of Finance: Puan Kamisah

### **Business Model**

Serapi in general has a lot of branches in Kuching which is identical in brands but yet have its own differences which makes them unique in their own way while focusing different culture representation of nusantara cuisine. Serapi branches can be listed in few categories such as the first would be retail. Under retail has 4 branches which are Serapi Corner, Serapi Garden Café, The Garden by Serapi and Food Court in AEON Mall, Mydin and The Hills. The second category for Serapi branch would be commercial which consist of Serapi CK, BakeSmith's and Mama Bakery. The last category for their branch is services which includes a laundry service under the name Forever Laundry, Serapi Hotel, Sinar Suria and Serapi Garden.