



اُونِيُوْ سِيْتِي بَاتِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FALCUTY OF BUSINESS AND MANAGEMENT  
(**FPP**)

FUNDAMENTALS OF ENTREPRENEURSHIP  
(**ENT300**)  
(CASE STUDY)

**PREPARED BY**

NUR SYAZWANIE BINTI MAZLAN

2019642942

D1BA1184D

**PREPARED FOR**

MADAM NUR HAZELEN BINTI MAT RUSOK

**ENTREPENEUR NAME**

MyBurgerLab (Wee Kiat Teoh)

## TABLE OF CONTENTS

Acknowledgment	3
Executive Summary	4
Entrepreneur Profile	5 - 6
Location	7
Menus	8
Entrepreneurial Competencies	9 - 10
Appendices	11

## **ACKNOWLEDGEMENT**

I have taken efforts in completing this case study assignment for the subject, Fundamentals of Entrepreneurship (ENT300). However, it would not have been possible without the kind support and help of many individuals. I would like to extend my sincere thanks to all of them.

I am highly indebted to my lecturer, Madam Nur Hazelen binti Mat Rusok for her guidance and constant supervision as well as for providing necessary information regarding the assignment and for her support in completing the assignments.

I would like to express my gratitude towards my parents and members of my families for their kind cooperation and encouragement which help me in completion of this assignment.

My thanks and appreciations also go to the people who are directly or indirectly helped me out in developing this assignment.

Thanks again to all who help me.

## EXECUTIVE SUMMARY

myBurgerLab Sdn Bhd is a company based in Malaysia, with its head office in Petaling Jaya. It operates in the Accommodation and Food Services industry. It was incorporated on July 10, 2014. There are a net sales revenue increase of 23.45% reported in myBurgerLab Sdn Bhd's latest financial highlights for 2018. Its total assets grew by 11.25% over the same period. The net profit margin of myBurgerLab Sdn Bhd decreased by 5.56% in 2018. myBurgerLab is a chain of restaurants providing interesting menus, good food, friendly staff, great ambience, and vibes. The list of praise goes on for the burger chain in Malaysia that is turning heads. This popular restaurant chain is owned by two University of Nottingham Malaysia Campus alumni, Chin Ren and Teoh Wee Kiat. Their names may sound familiar as the duo recently won a prestigious Alumni Laureate Award in 2014 for the Alumnus of the Year category. I choose myBurgerLab restaurant to complete my case study assignments because I know everyone loves to eat and try new menus from any restaurant. I was also intrigued by the variety of menus served by myBurgerLab. However, customers will rate a restaurant by looking at the cleanliness of the kitchen, cooking utensils and dining table. So, it is not surprising that the cleanliness of the restaurant is a priority for restaurant owners and employees to ensure that the restaurant is always clean. This can be seen, when owners and employees of myBurgerLab restaurant always keep their restaurant clean to ensure the comfort of their customers. I have completed this assignment by searching important information from the internet. Due to covid-19 pandemic, so, I can't interview the owner face to face. However, I am very impressed with the owner of myBurgerLab restaurant because he is still young but already owns a big and fancy restaurant.

## ENTREPRENEUR PROFILE



Some important information about myBurgerLab logos. Firstly, in writing. The first “m” in my is always lowercase and the “B” and “L” is always uppercase. Also, all letters are to be formed as one word which is “myBurgerLab” and not “my BurgerLab” or “my Burger Lab”. Next, use of their brand materials (in general). Please don’t use their name, logos, or screenshots (brand materials) in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, of affiliation. And please don’t edit or change their logo. After that, advertising, promotional, and sales materials. Please check in with them before using their logo on websites, products, packaging, manuals, or for other commercial or product use. Moreover, education and instruction which is books, guides, publications, and conferences. We can use their brand materials for educational and instructional purposes, but please remember that it shouldn’t be confusing or misleading or suggest their sponsorship. They generally don’t allow use of their logos or screenshots on book covers, for example. Also remember to include this statement (or something like it) in your printed materials. (Title) is not affiliated with or otherwise sponsored by myBurgerLab. Furthermore, products, websites, names, and logos. Please don’t use their name as a part of our company and service name, website name, trade name, or product name. Don’t use their logo or incorporate our logo into ours. Don’t use a domain name containing “myBurgerLab” or any confusingly similar words. Finally, merchandise. They don’t generally allow third parties to make, sell, or give away anything with their name or logo on it.