



FACULTY OF HOSPITALITY AND TOURISM MANAGEMENT

ENT530 PRINCIPLES OF ENTREPRENEURSHIP



CASE STUDY COMPANY ANALYSIS :

THE STREET CAFÉ JANDA BAIK

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A CASE STUDY OF THE STREET CAFÉ JANDA BAIK

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EXECUTIVE SUMMARY

The purpose of this study was to analyze the case company - The Street Café Janda Baik (TSC) analysis and identify the problem face by the business focusing on the Malaysian market. The Street Café Janda Baik (TSC) is a new famous restaurant on Janda Baik Pahang and provides a wide variety of food products such as coconut shake, fried chicken cheese, "Takoyaki", cheese fries, crispy burgers, and, etc. An important part of this study is trying to find and give recommendations to the case company on propose relevant solution to enhance their business performance. The theoretical part is focusing on analyzing the activity, event or problem that contains hypothetical situation and the complexities would encounter in their business. The empirical part was conducted using a quantitative and qualitative method.

Keywords: The Street Café Janda Baik (TSC), Marketing Strategy, Micro Business, Analysis

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The main subject of this study is concentrating on analyzing the the activity, event or problem that contains hypothetical situation and the complexities would encounter in their business to know why TSC can be the leader in this competitive marketing environment, and what kind of methods or strategies they use to manage the impact of complexities from the business. After that, the recommendation should be presented. The whole impact starts with the company, suppliers, marketing intermediaries, competitors, and customers. The results of research, which include employee and customer will be gathered and interpreted. Finally, combine customer satisfaction survey results and employee results, analyze the research objective, and give some recommendations.

1.2 PURPOSE OF THE STUDY

This case study was carried out to introduce students to the challenges that can arise in a company and how to deal with them effectively. We will learn how to better our market in the future by doing this case study. This will help us as students and we will need to think seriously about ways to boost our business's operations, revenue, and promotions. We're so lucky so we need skills that will allow us to forge our own path. It teaches one to look for problem-solving solutions, empathize with others, think creatively, take chances, consider disappointment as part of the learning process, and recognize the connection between hard work and achievement. As a result, this study is necessary for us to understand what kind of expertise we need to be an entrepreneur. That is why we must learn from a true entrepreneur.

1.3 RESEARCH QUESTIONS

This case study focuses on the problem solutions to establish and maintain the profitable small business management. It consists of three main parts to explore TSC integrated business management including actuality of TSC, the existing shortcomings, and the effective solution for TSC. In order to achieve the objective of study, following questions will be answered.

The main research question :

- How to establish and maintain the long-term profitable small business in Malaysia?

Sub-questions :

- What is the full name of the company or business?
- What is the background of the established business?
- What types of products or services are provided?
- How to promote the business?
- What are some of the platforms used to promote the business to get customers who know about the business being run?
- What advantages are there is in the business?
- What are they feel for the success of this business in the future?
- Are there any weaknesses in the business?
- Is the opportunity to develop the business to be more advanced and can go further that high and possible?