



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)  
CASE STUDY REPORT

MEDAN WARISAN MAKANAN



**Prepared by:**

NOR NADIA BINTI HASSAN (2019860898)

D1BA1184D

**Prepared for:**

PUAN NUR HAZELN BINTI MAT RUSOK

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## **Executive summary**

The overall picture of this case study is that we can see real life situations where we see existential problems that need to be solved.

The restaurant we took as our mentor is kedai medan warisan. He sells laksa pinang which he has just developed to gain experience through hereditary recipes and he is also from penang. Not only sells laksa pinang but many other foods available in the shop such as nasi lemak, fish satay and rojak. Their shop is located at Tapak Pasar Tani Fama and has 2 years of experiences and will keep going on.

While studying for this mentor, we have identified several problems in the business process. Sometimes these restaurants will face big problems such as activities operational, activities marketing problems, activities administrative and financial problems.

The operational activity. The problem in the restaurant is the lack of staff. The restaurant has only two employees including the shop owner and if one was ill then the shop had to be closed. Their service was slow due to lack of employees. Next is, the problem in marketing activities is that the store does not have a marketing strategy. For administrative activities, their store does not keep any business records. Therefore, with the shortage of employees, they have to find other employees. Finally, in financial problems, the problem they face is that they do not maintain cash flow. because it depends on the customers who come and they have to make sure that their profit is more than expenses.

I analysed this problem using SWOT as my tools to solve the problems and suggest the solution to my mentor

## INTRODUCTION

Assalamualaikum, I am Nor Nadia binti Hassan are currently studying at UiTM Kelantan Campus Machang in Diploma of office management and technology. The reason why I did a case study as contained in our ENT300 Syllabus. I was asked to write a report based on the study is my business mentor. The purpose of this case study is to provide a better understanding for us to evaluate your preferred business plan. This case study is done to analyze in detail about the business so that we can manage it well or effectively and efficiently in the future. Business in restaurants and food service industry. It is a restaurant called Medan Warisan Makanan, taken from the name Medan Warisan Makanan because of the vast square.

Business background and service delivery process. We were able to assess your knowledge in the field of entrepreneurship in this study. The purpose of this study was to knowing the problems faced by the store owner in operating or managing the business and finding ways to help them face challenges. I had to identify the problem after careful observation and meeting the owner of the restaurant. I started by meeting with the restaurant owner to find out more about the business.

### 1.2 purpose of case study

- Opportunity to highlight your business successes
- To emerge as a potential solution provider that customers can trust
- To identify the strength, weaknesses, opportunities, and threats of this company

### 1.3 Business problem description (Problem may be process, technology, product/service oriented. This section should not include any discussion related to solution)

- The problem of fish prices by season. even though the price of fish went up, the owner still sold the laksa pinang at the same price
- Lack of workers causes slowing down of food preparation process
- The owner does not advertise the store on social media such as Facebook, Instagram and so on.
- The store area is not strategic causing people not to know the location of the store

### 3. ENTREPRENEUR PROFILE

#### 3.1 Picture of Owner Medan Warisan Makanan



INTAN SYAFINAS BINTI YAHAYA