



UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN

Faculty of Computer and Mathematical Sciences

ENT300 Fundamentals of Entrepreneurship

**Case Study
(BiteMe.Co Café)**

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1.0 Executive Summary

The aim of the case study is to improve knowledge and learn the ins and outs of business. This case study teach me the way to develop the business, increase the financial of business and the ways to be a successful entrepreneur. In this case study, I can identify the business and owner background, the challenges faced in business and the characteristics of a successful entrepreneur. It also helps me in doing business plan for the future and motivated me to be an entrepreneur soon.

In this case study I already done research about a cafes that is BiteMe.co. BiteMe.Co is one of the cafes that located at Pasir Puteh, Kelantan. This cafes was create by Wan Nur Syafina binti Wan Mohd Nordin. I do interview by called the owner of this cafes to know the background of this cafes and the owner. I also do the research through the Facebook and Instagram BiteMe.Co to get more information about this cafes.

This cafes very famous at Pasir Puteh, Kelantan and on social media because it offers variety of product and service. Services and products that were offered by this cafes was varieties of cakes, desert, western food, snacks and coffee. The main product that offer is variety of cake and desert such as wedding cake, birthday cake, Mango Cheese Cake, Brownies Cake and so on. This cafes also doing offline and online business. The platform that use are Facebook, Instagram and WhatsApp.

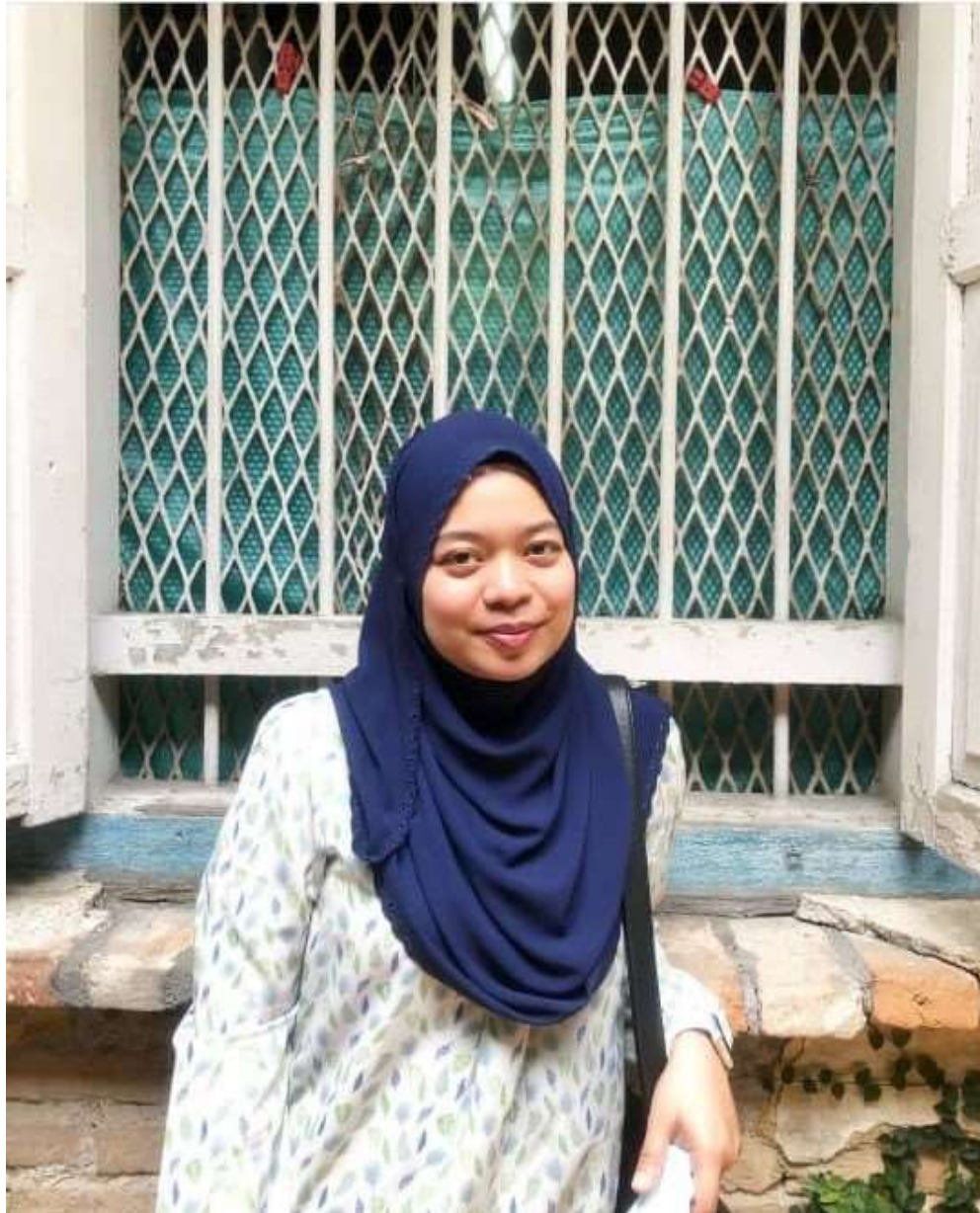
The major problem faced was they get bad feedback from customers. If this case happen the owner and an employees will apologize to the customer for not being able to fulfill the customers need. It because attitude and communication skills is very important in business so that customers can trust with the product and service that offers. In the current situation most of the people not go out from their house because of the covid-19 so they use the second method to solve this problem by using online platform such as Instagram, WhatsApp and Facebook to attract the customers. An employees will update their products every day on media social to promote the products and services. The services that they offers are takeaway the product, provide the cash on delivery and Food Panda services to increase their profit.

They also take the opportunity to achieve their goal by doing something new that others stores does not doing, like custom the creative product, create new menu and always check the progress of the product and service. The owner of this cafes very dedicated with their work and like to try something new that is challenging so that can compete with other stores. The role of entrepreneur also is the key to be successful entrepreneur and grow the business. The entrepreneur are always be confident her work, see and acts opportunities, create the systematic planning for the company progress and assertive in manage her cafes.

The mission of this cafes is provide products and services that able to fulfill the customers need and to raise the company's value to a higher position. They also want to create the variety of menu that appealing customers and increase profits. They hope in future they can enlarge the cafes and open new branches.

At the end of this case study, I can apply the field of business in the real life. I also can evaluate the business's performance through the strength, weakness, opportunity and threat analysis. I also learn how the role of entrepreneur in business to achieve target and manage the business well. I can evaluate how to handle challenged must face in business and be an entrepreneur with a knowledge because sometimes we are on top and sometimes we are on below.

2.0 Entrepreneur Profile



Wan Nur Syafina binti Wan Mohd Nordin
(Owner of BiteMe.co Café)