



اَوْنِيُو تِيكُو لَوِي كِي مَارَا
UNIVERSITI
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Faculty Of Computer Science And
Mathematics

**Fundamentals of Entrepreneurship
(ENT300)**

CASE STUDY

NASKEN COFFEE

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EXECUTIVE SUMMARY:



NASKEN COFFEE

The company that I choose is Nasken Coffee, One of the famous cafes to enjoy coffee in Kelantan is Nasken Coffee which is run by two young people from Kelantan, Mohd Nazif Bin Ab Aziz, 25 years old as the Chief Executive Officer while Mohd Hairi Bin Mat Isa, 34 years old as the Chief Operating Officer.

If you are from Kelantan, you should Nasken Coffee name at least once because it is a famous café especially for young people and families. Nasken Coffee is no longer a stranger to the people of Kelantan because this cafe already has 9 branches in Kelantan and 1 branch in KTCC, Terengganu. It won't be strange that Nasken Coffee will expand its wings by opening 3 new branches in April. Their main goal in 2021 is to open 40 new branches throughout Malaysia.

In addition to a variety of coffees, Nasken Coffee also provides other dishes such as western food and various types of cakes that make this restaurant a destination of choice for locals.



ENTREPRENEUR PROFILE:



From left: Mohd Hairi Bin Mat Isa, Mohd Nazif Bin Ab Aziz, Dato 'Sri Dr. Wan Junaidi Tuanku Jaafar Minister of MEDAC, Mohd Badrul Insan Bin Kauzi, Mohd Hilaluddin Abd Shukor CEO PNS, Rizal Nainy CEO SME Corp

Nasken Coffee, a café that is run by two young people from Kelantan, Mohd Nazif Bin Ab Aziz, 25 years old is the Chief Executive Officer while Mohd Hairi Bin Mat Isa, 34 years old is the Chief Operating Officer.

The history of Nasken Coffee began when Mohd Nazif invited his best friend Mohd Hairi to open a coffee shop in Pasir Tumbuh on 27 December 2019 as at that time, coffee shops were only around Kota Bharu making it difficult for those living outside Kota Bharu to get coffee. Then at the request of many, they opened the next branch in Tanah Merah on 27 July 2020 and the 10th branch on 31 December 2020 in TROIKA, Kota Bharu.

They have open about ten branches in Kelantan which is in Pasir Tumbuh, Tanah Merah, Kok Lanas, Pasir Puteh, Troika KB, Pasir Mas, Pengkalan Chepa, Lembah Sireh and one in KTCC, Terengganu.