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MARA

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UNIVERSITI TEKNOLOGI MARA, MACHANG CAMPUS, KELANTAN

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

ASSIGNMENT TOPIC:

CASE STUDY (INDIVIDUAL)

ROTI CANAI CIKGU

RESTAURANT

PREPARED BY:

NOOR FATIN ADIBA BT WANDI

2018415742

PREPARED FOR:

MADAM NUR HAZELEN BT MAT RUSOK

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1.1 EXECUTIVE SUMMARY

The case study that has been done by Fundamentals of Entrepreneurship (ENT300) students of Universiti Teknologi Mara (UiTM) is significant because it can increase a student's skill on the business. Therefore, to fulfill this task, I need to carry out the case study. During a case study, I need to gather all details and information about the company to complete the study case. However, because of pandemic Covid-19 happens now, I just get limited information about the company. I decided to choose Roti Canai Cikgu to complete the case study. I have gained the information through the Google and website about the restaurant. After I searching the information, I managed to get information about the restaurant which are background of the business, organizational structure, type of business models, product or services marketing and operational strategy.

2.1 INTRODUCTION

Based on the case study, I need to find one company that their sales not exceed RM250,000 in year and their sales not exceed RM10,000 in month. So, I decide to choose Roti Canai Cikgu located at Taman Barakah, Tanah Merah, Kelantan. I do some research through the Google and try to contact the owner of the restaurant so that I can complete my case study to know about the entrepreneur profile and business profile.

Other than that, I should choose one small and medium enterprise in Malaysia. The company that I want to choose must be registered under the Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). Thus, Roti Canai Cikgu have a criteria that case study want. I proceed to choose Roti Canai Cikgu because I managed to get a lot of information about the company such as entrepreneur profile, business profile, entrepreneur characteristics and pictures of product that have in Roti Canai Cikgu and its will be easier to me to do my case study.

2.1.1 Entrepreneur Profile



Figure 1: Owner of Roti Canai Cikgu

Zahari who is owner of Roti Canai Cikgu lives in Tanah Merah, Kelantan, Malaysia. He have a Bachelor of Teaching for Primary Education and used to study at Maktab Perguruan Temenggong Ibrahim in Johor. He started his business of roti canai in 2013 because he very interested to be an entrepreneur and he also want to open his own restaurant even though he has career as a teacher. However, in 2017 he retired as a teacher and he more focused on his business. Besides, he has a skill in making a roti canai and her wife good in cooking variety of food.

2.1.2 Business Profile

Roti Canai Cikgu is located at Taman Barakah, Tanah Merah, Kelantan. This restaurant was established in 2013. The name was choose as the owner of this restaurant also work as a teacher. This restaurant is a sole proprietorship. Furthermore, this restaurant not only produce roti canai but several menu such as Nasi Lemak Puyuh, Nasi Lemak Ayam and Nasi Lemak Telur, Nasi Briyani Kambing and Nasi Briyani Ayam. Variety of roti canai that produce which are, Roti Canai Kosong, Roti Canai Bawang, Roti Canai Planta Gula, Roti Canai Boom and etc. This restaurant open 24 hours which is from 7:00 a.m. till 12:00 a.m.

Roti Canai Cikgu choose the slogan for their restaurant is Layanan Mesra, Pelanggan Gembira, Tauke Bahagia. This slogan very related with the restaurant because Cikgu Zahari very friendly with their customers and most of the customer will come again after taste the roti canai once. The price of food also cheap and affordable and all staffs very friendly with their customers. This restaurant consist six staffs which are a chef, assistant chef and three waiters. Most of the staff at Roti Canai Cikgu come from his family which is his sons and wife. Last but not least, the owner of Roti Canai Cikgu who is Cikgu Zahari get award Tokoh Usahawan Berjaya Tekun Negeri Kelantan on August 2019.