



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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**INDIVIDUAL ASSIGNMENT**  
**CASE STUDY**

**PREPARED BY:**

NORIZZAH ATIRAH BT AHMAD SYIHABUDDIN  
(2018263464)

**PREPARED FOR:**

MADAM NUR HAZELEN MAT RUSOK

**GROUP:**

D1AM1105A

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## **1. ACKNOWLEDGEMENT**

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## **2. EXECUTIVE SUMMARY**

The summary of this case study is that I can see the situation in real life where I see the problem of life that needs to be solved. The restaurant I have taken as my mentor is the roti canai of Suzana. They sell roti canai that they develop through their experience. Their shop is in Kg Bukit Besi and has been running for 46 years experiences that will keep moving forward. We also found a lot of challenges in the business process when studying for this mentor. There are major problems facing the restaurant, such as marketing practices, organizational activities, administrative activities and financial activities. The problem with marketing practices is that there is no marketing plan in the shop. The problem with the restaurant is the lack of workers. The restaurant has only two staff, the owner and the spreader, and if one of them is sick, there is a high risk to the company. Owing to the lack of computer use, their operation is sluggish since they prefer hand shaped dough. The shop does not maintain any record of the market for administration operations. Therefore they should hire other staff if they do not have jobs. Last but not least, the issue is that, in financial practices, they face the fact that they could not maintain the flow of capital. They need to make sure that their benefit is there's more to expenses.

### **3.0 COMPANY BACKGROUND**

#### **BACKGROUND OF INDUSTRY**

It is more important in terms of food content if the quality level ensures that food is suitable for consumption is safe and safe, handled in a hygienic way. This paper would concentrate on the creation of the Malaysian food industry in terms of quality standards that are appropriate to offer in the processing of fruit, concern. This post also touches on the concepts of consistency. Food processing assurance, which is mandated by global industry standards. Being part of this global market, Malaysia would like to set quality standards that include halal food processing. The Malaysian government is currently using the global halal market as a brilliant opportunity to develop the nation in this field as a halal hub for halal goods. Consumption of seafood is witnessing fast growth in Malaysia, which is expected to continue. Restaurants sell large quantities of seafood and supermarkets are also expanding their sales of seafood. Euromonitor estimates that the overall demand for fish and seafood in Malaysia will hit 1,606 thousand tonnes in 2011. Fish and seafood consumption is projected to rise in line with the growth in total disposable household income. As a way of increasing local fish production for food protection, aquaculture is becoming economically more important. However as opposed to fishing captures, production is still very small: it contributes less than 0.2% of GDP. Because of the price and value for money, the wet markets get strong help from housewives. However, fish and seafood prices have risen dramatically in recent years at new supermarkets such as hypermarkets, targeting middle-income classes and younger shoppers. Around 90% of New Zealand's imported fish and seafood is used in the food service industry, especially in 4 to 5-star hotels.