



CASE STUDY: COMPANY ANALYSIS

JELATOK RETREAT FARM

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

Jelatok Retreat Farm is a café and homestay where its café is known as Terrace Café, while its homestay as Reborn. Jelatok Retreat Farm was established on 25th February 2021 and located at Kampung Jelatok, 71750 Lenggeng, Negeri Sembilan. This place is a strategic places where it is surrounded by hills and flora & fauna. Also, it is not far from the city such as Seremban, Nilai, Semenyih and Kuala Lumpur.

Jelatok Retreat farm café, special menu is coffee where they have many varieties of coffee such as mocha, americano, and latte. The cafe also provide a great menu when it comes to food, they combine the traditional food and modern food. The customer can enjoy their food with a beautiful and peaceful nature scenery.

Next, Jelatok Retreat Farm homestay or known as Reborn, the customer can sleep at the homestay with many activities that have been provided when they choose the package of accommodation such as therapeutic trail activity, gardening activity, and flowerpot painting activity.

However, the foods and beverages price in the café are standard prices that everyone can enjoy and homestay prices are affordable as there are many activities available while enjoy the beauty of nature.

Moreover, the company analysis are measured and analyse by using the Business Model Canvas (BMC) and the elements are customer segments, value proposition, channels, customer relationship, revenue streams, key resources, key activities, key partner, and cost structure. To make it easier to analyse and understand a BMC template has been prepared.

1. INTRODUCTION

1.1 Background of the study

All Universiti Teknologi Mara (UiTM) students who take a bachelor's degree must take the Principle of Entrepreneurship (ENT530) which is one of the elective subjects. Entrepreneurship enables students to think creatively, identify challenges and solve possibilities or problems, communicate with others, keep trying, embrace failure as part of the learning process.

According to the guidelines, students will form as a group, need to find any of the small or micro business that registered under the Companies Commission of Malaysia (SSM). Students are requires to conduct and make a report on the case study by referring and using the BMC. Students need to read and examine on the case, focus on analysis, find possible solutions and propose a plan to implement the solution. Thereupon, students need to conduct an interview with the person that involved with the business to gain information about their small or micro business.

On the whole, the students will have to identify what is the problem that occurs in the business and in order to improve business performance, students will need to suggest the relevant solutions.

Hence, on this study, students will get to improve their communications, social skills when they need to interview people, and knowledge on business ideas, where they need to improve when they want to open the business in the future. Also, students get to know the business important areas such as sales, marketing, financial and others.

1.2 Purpose of the study

Case study allow students to find and create their own framework for dealing with any business difficulties or problems. Any business have their own product or services to be serve to the customer and to know how the product or services have been implemented by the case study.

Since Covid-19 invaded Malaysia, various problems exist in a business and firstly, the purpose of the study is to know how the business is run and operate. Students need to know how the business are manages either structured or not, what is the business marketing strategies, what is the value of places, how they handle their financial, advertising, and what are the customer response and feedback on the product or services. All that things need to be figure out by students.

Secondly, the purpose of the study is to identify and study what kind of problem that occurs and the business needs to face where this will help students to improve the thinking skills. After getting complete information about the whole business according to BMC, students can start measure and identify what is the problems and how to solve the problems that occurs by giving solutions.

Thus, any business will have their ups and downs, so that the case study are helping student in order to figure out and improve for the shortcomings and problems that occur.