



اَوْبُوْرَسِيْتِيْ تِيْكَوْلُوْكِ مَبَارَا
UNIVERSITI
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MARA



**CASE STUDY: COMPANY ANALYSIS
AYAM GORENG CHEESE HFC**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY
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AYAM GORENG CHEESE HFC**

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EXECUTIVE SUMMARY

This report is a case study of Ayam Goreng Cheese HFC, a business located in Pasir Mas, Kelantan. For this case study, we conducted an interview with the business's owner to get important information regarding the business. Due to the pandemic COVID-19, the interview was done via WhatsApp Messenger. From there, we studied the business's background, organisational structure, and products and services provided by the company. Additionally, we evaluate different ancillary services that contribute to the company's stability, as well as the business, marketing, and operational strategies implemented. Also, we outlined that the Business Model Canvas (BMC) for this business consists of nine elements such as key partners, key activities, key resources, value proposition, customer relationship, channel, customer segment, cost structure, and revenue streams. Next, we discovered their main business problem and identified the primary causes of it. Their main business problems are inadequate manpower, insufficient equipment, lack of promotion and limited parking space. Thus, we find some solutions to overcome the problems that the company has faced, which are that they should hire more workers, add more frying equipment, and purchase electric food warmers. They also need to actively advertise the product on various social media platforms and provide a larger parking space to make it easier for their customers. Lastly, these solutions and recommendations might be used by the owner to improve and grow their business in the future.