



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
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MARA



CASE STUDY: COMPANY ANALYSIS

MKA 1991 TOMYAM

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

The name of small business that we choose is restaurant MKA 1991 Tomyam. The business located in Bandar Tun Razak, Jengka, Pahang. The mission of MKA 1991 Tomyam is to maintain the number of customers who come to the restaurant and maintain the business sales every month. For the vision, they want to open more branches around Malaysia.

The objective of MKA 1991 Tomyam is to attract university students who study in Jengka to visit and dine-in at their restaurant. MKA restaurant's used banner to promote their products and services. The operating hours of their restaurant is 3.00 pm till 1.00 am and the business hour is 4.30 pm till 12:30 am. Their restaurant specialties are they have variety of hot plate menus to choose according to the customers' requests and preferences.

MKA 1991 Tomyam open their restaurant in September 2017. The total amount of MKA 1991 Tomyam's employees is 9 staff including waiters and chef. The starting amount of modal to open their restaurant is around RM400,00 including renovation and all equipment in the restaurant. On the first year, the sales are around RM1000 per day. Then, for the second and third year is around RM1500 – RM2500 per day.

Besides that, the problem that MKA restaurants faced is lack of space area and unpredictable weather. Therefore, the best solution they can come up with is to renovate their restaurant to make it more spacious and comfortable. Therefore, there is no limited space to eat despite having many customers at the same time.

1. INTRODUCTION

1.1 Background of the Study

Students taking ENT530 needs to accomplish Written Report on Case Study so that students know how to encounter the problem in the future by analyse, making deeper observations research, and find the solutions to solving problems. Moreover, a case study is a method of analysis on how to analyse the problem carefully, then relate the problems to the knowledge that you had and then make good reasoning and lastly the conclusions must be sufficient and concise enough to provide acceptable conclusions. Afterwards, after students graduate and work in any organizations, they need to face a real or hypothetical condition and of course, it will include difficulty that they need to endure and deal with it while working in the organization. Thus, they need to acknowledge certain problems on what happens in the business organizations, and they need to provide what they have studied before, their critical thinking skills and express the solution and deciding decisions in a good manner.

1.2 Purpose of Case Study

The purpose of this case study is to explore the opportunity of this MKA restaurant to achieve the success as the other restaurant that lead by the manager Mohd Khairul Affiz bin Roslan. They faced several major problems that occur in the company and our goal is to in effective solution to overcome the problem so they can go further and reach higher standard of restaurant. With that, we also identify their background of this restaurant and other information related to this case study.

2. Company Information

2.1 Company Background

Mr. Mohd Khairul Affiz bin Roslan is the manager of MKA 1991 Tomyam. He open business food and beverages. The restaurant is located at No 31, Kedai Setingkat PPPKM Jengka, Lorong Baiduri 5, Nadi Kota, Jengka, Pahang. MKA 1991 Tomyam start operated in September 2017. Modal's initial investment to open their restaurant is roughly RM400,00