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**CASE STUDY: COMPANY ANALYSIS**  
**CENDOL PAK CHAQ KIE**

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## **EXECUTIVE SUMMARY**

A small business is chosen for this case study is a drink stall named Cendol Pak Chaq Kie. This stall offers their product to the customers which is cendol. Their setup stall is located at Kulim, Kedah. For the introduction part, its highlighted about the background and purposes of this case study. The context and aims of this case study are explained in the introduction section. As a result, the student will gain a better understanding of the advantages of studying Entrepreneurship and how to ensure that the product and services are able to attract customers, with a particular focus on the price of the products.

The reader will learn more about the company's history and how the business got started in this case study report, which also mentions that Cendol Pak Chaq Kie was founded in November 2020. The founder of this business is Mr Muhammad Ilham Syahmi Bin Mohd Shuki and running the business with the help of his family. They decided to start their own business, did some study on how to advertise it, and then came up with the idea to serve Cendol. They also have their own social media platform to promote and receive feedback from all of their clients, which makes it easier for them to build their business. Nowadays, social media might be the ideal venue and platform for introducing a new business to customers.

Every business must have its own planning in order to ensure that its stability is maintained. It is possible for a business to have flaws because there are so many inconvenient facilities and products available, but this does not rule out the possibility of the business achieving its own vision, mission, and goals. As a result, it's critical to keep track of the business's strengths, weaknesses, opportunities, and dangers in order to avoid problems later on. A proper plan can be set up such as business model canvas to analyse the true potential of a business that can be utilized.

From small to big business faced difficulties in running a business. So does Cendol Pak Chaq Kie' from the fact that they had troubles in operating their business such as depending only on good weather and having many competitions in selling the same type of produces. They do, however, come up with a solution to the problems. There will be about research findings and recommendations provided by the end of the report to help the company better in terms of their business.

## **1.0 COMPANY INFORMATION**

### **1.1 Company's Background**

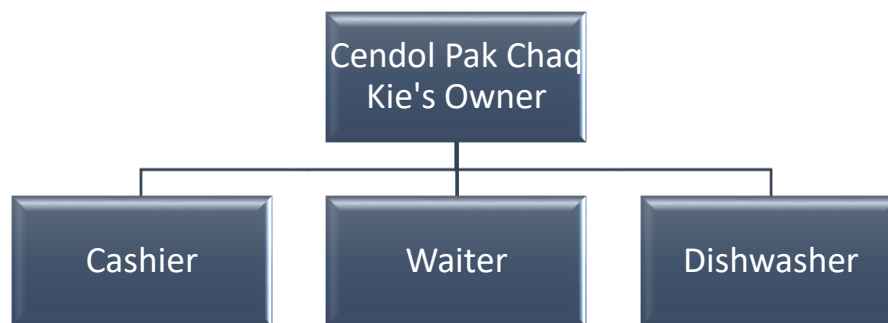
Cendol Pak Chaq Kie was established and start the business in November 2020 by Mr Muhammad Ilham Syahmi Bin Mohd Shuki, 23 years old, along with his father. It is the first shop to sell cendol in Taman Tiram and Taman Lobak, Kulim, Kedah. The name of Cendol Pak Chaq Kie was inspired by the owner's family nickname, Mr Mohd Shuki which is Pak Chaq Kie. Their first choice in choosing their menu is either to open a stall based on Asia or Malay cuisine. However, they wanted to make it more special and different from the other cendol stall. So, they decided to create a special flavour by adding some fruity into it to suit the Malaysian taste that usually loved juicy fruit dessert.

Back then, it was all started when he starts selling cendol to his friends and ever since then, he has been received positive feedback from then. From that, he starts receiving orders and requests from many people for selling various kinds of flavour of cendol. Pak Chaq Kie was motivated to focus more in selling and take the business seriously with the goal of expanding the business internationally.

When Pandemic Covid-19 era hit Malaysia, his father giving the idea for him to open the Cendol's stall at the area because of the high demand at that time. They first start their business with only RM 10, 000 from their saving as their capital to establish their business. Then, they decided to buy a van as their main transport for the sake of their business. Now, the community in Kulim was his targeted customer. The starting of operations of this company focused solely on producing the cendol and in planning to add on some several of menu at their stall.

## 1.2 Organizational Structure

Mr Muhammad Ilham Syahmi Bin Mohd Shuki and his father are the owner of the Cendol Pak Chaq Kie. Since Cendol Pak Chaq Kie is not a big shop or big company, they just hire their family members as the position for preparing the food, serving the customer, taking the order, send the order etc. For their business organizational structure, this business is handled by themselves especially in financial and managing the business. Although on the weekend they have high demand from customer, they managed to work on it well.



## 1.3 Product & Services

As for the nature of the business, they are producing Cendol as their main activities and product. they produced various type of flavour such as Glutinous Rice, Jackfruit, Durian, Pandan, Palm Sugar and no to forget their main flavour that is widespread around the area about how the taste it is which Banana Juicy Cendol.

## 1.4 Business, Marketing and Operational Strategy

For this business, they used Social Media platform to promote or spread any news that need to be spread to their customers. They believe that using social media such as Instagram, Facebook and Tiktok are faster than using flyers or other kind of medium to promote the restaurant and save the cost. Other than promote, the customers also can order though call, WhatsApp, Facebook's Messenger, Instagram and FoodPanda. They also used this platform to get feedback from their customers to improve their performance as well.

The business is open every day except Monday and it started operating from 11:30 am till 6 pm during this Movement Control Order (MCO) in Kedah. They also provide an outdoor space for the customer. Even though we are still in this pandemic Covid-19, Cendol Pak Chaq