



CASE STUDY: COMPANY ANALYSIS

PIZZA SG KLANG

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Pizza is a popular dish all around the world. The attraction of pizza is that you can add anything to it and enjoy it at anytime and anywhere. Pizza Sg Klang is small business that offers a variety of homemade pizza. For instance, pizza chicken pepperoni, pizza beef pepperoni, pizza chicken BBQ, pizza tuna sensation and pizza chicken tikka. The stall is located nearby Sungai Klang. Due to that, the owner come up with the idea to name his business "Pizza Sg Klang". The owner of this micro business is Syed Akmal Ariff bin Mohd Said. He is graduated from culinary arts and love to bake so he takes these opportunities by selling pizza.

The uniqueness of this pizza is when the owner decides to bake his homemade pizza using wood fire. Apart from that, Pizza Sg Klang taste different from other competitors. In addition, due to Covid-19 pandemic in Malaysia the owner decided to do delivery and self-pickup service only. This is because the owner takes seriously about this current situation and prevent Covid-19 case at his premise.

Moreover, during this digital era, owner of Pizza Sg Klang connect with customer just one click by using social media like Facebook, Instagram and WhatsApp. This method makes the business run smoothly in order to collect orders, get new customer and get feedback about their pizza. Due to that, they will have a strong and can maintain the relationship between buyers and seller. Finally, apart from selling pizza this small business also come up with brilliant idea to increase their revenue by selling kuih muih to their customer and the target market of this company is pizza lover, kids and communities that are living at the residential area.

1. INTRODUCTION

1.1 Background of the Study

Principle of Entrepreneurship (ENT 530) is an elective course that all students of University Technology Mara must complete as part of their degree programme. The purpose of this course is to develop a fundamental understand of entrepreneurship among students. Furthermore, this subject also encourages students to be involve in business world, inspire students to have entrepreneurial mind set and guide them to make the best decision in order to be successful entrepreneur. Besides, in this subject student learn how to create entry using social media, important elements in understanding entrepreneurship. In this assignment, we are needed to analyse a real situation where existing problems need to be solved. Therefore, we need to choose one small business and conduct interview with them to complete this task. Due to that, we decided to choose small business, which is Pizza Sg Klang.

1.2 Purpose of the Study

The main purpose of this case study is to discuss the problems that has faced by this micro business. In this case, study, we need to implement what we have learned in this subject, which is Business Model Canvas tools. Business Model Canvas great technique for gaining a clear, systemic understating of business model. By using this method, we can learn more about the customers that the company serve and what value propositions they are looking for. In addition, we can identify the problem that may face by the company. Due to that, we will provide suggestion or recommendation in order to solve the problem and enhance their business performance. Moreover, in this case study also we have clear picture about the key partners, revenue stream, key activities, customer relationship and customer segments.

2. COMPANY INFORMATION

2.1 Background



Figure 1 Pizza Sg Klang Stall

For our case study, we are assigned to interview a micro business owner about their business information. The micro business that we choose is Pizza Sg Klang. Pizza Sg Klang is a sole proprietor company, meaning the company is owned completely to one owner only. Pizza Sg Klang is owned by a young male age early 20's and his siblings help him by taking a role such as Finance Department, Kitchen Department and Distribution Department. Pizza Sg Klang started on early of 2021, and the business had been operated around 10 months. Pizza Sg Klang was base at Jalan Berangan 2, Padang Jawa, Shah Alam 40,000, Selangor and their premise at a residential area of Padang Jawa. There were strictly no dine at their premise, and their customer only had to option when ordering either by delivery or self-pickup.

Other than that, Pizza Sg Klang want to create something different from other Pizza business and at the same time to make sure that it is affordable for people to buy. At Pizza Sg Klang, they baked the Pizza using wood fire instead of oven, this is to increase the taste and aromas. This is also to give their customer a new experience when eating their Pizza, and they set the price per Pizza with an affordable price so that everyone can gives a try. At the same time, they prioritize quality for every single Pizza that been sold to their customer. They will make sure the topping is in fair amount, the crust has been baked well and the presentation of the Pizza