



اَبُو سَيِّدِي تَيَكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



FACULTY & PROGRAMME: FACULTY OF BUSINESS MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

CASE STUDY: COMPANY ANALYSIS

SEMESTER: 4

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PROJECT TITLE: THE CAFFEINE'S

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EXECUTIVE SUMMARY

Teh Ais Derhaka was the first business franchise that started on 19th October 2017 that was run by a couple in Masai, Johor. On 7th September 2020 they started to create their own brand rather than being an agent for so long. The name of their brand is 'The Caffeine's' which means an individual's addiction when consuming caffeine in the daily schedule. The Caffeine's focus on doing business on a business site which is in Masai, Johor and they also sell through delivery during movement control order (MCO). Among the products that they sold, they offered Ice Milk Tea, Ice chocolate, Matcha Green Tea, and Mango Juice to their customers. The pricing is also affordable for the customers and the customers also will get free drinks if they buy more than 3 drinks at the same time. Looking at their menu and pricing, they are certainly successful in providing the most affordable price in Masai, Johor. They also offered the customer a small cup and big cup for their drinks. The price of the small cup is RM3 per cup and RM5 per cup for the big cup. The Caffeine's is a must visit stall when you are thirsty.

1. INTRODUCTION

1.1 Background of the Study

This Principles of Entrepreneurship course, or ENT530, is a topic that provides students with guidance and exposure to business perspectives. Students in this course must do a case study on a Small and Medium Enterprises (SME) firm or corporation. In this case analysis, students must interview any SME firm or corporation to understand about the issues that the company or organization is enduring. Students must analyse the topic and propose solutions to any problems that the business or corporation may face. Students will benefit greatly from this case study since it will teach them how businesses operate and run their operations, as well as provide them with suggestions on how to be more inventive in their business activities. This case study might also be used to educate learners problem-solving skills. The goal of this case study, which was conducted on their WhatsApp, was to analyse The Caffeine's Business Model Canvas.

1.2 Purpose of the Study

Entrepreneurial education provides a framework course that equips students with entrepreneurship knowledge and expertise for the purposes of this research that allow them to understand customer insights, market needs, and business opportunities. It comprises networking skills, idea generating, business strategy planning and implementation, company management, and analysing the internally and external environments. This course is for students interested in starting their own business, purchasing an existing one, or working in beginning or venture capitalist firms. Students in this subject will perform case studies in any business or firm. Students are required to conduct interviews with any company in order to understand about the issues that the company or organisation faces. As a consequence, students will evaluate the issue and propose a solution. By completing this case study, students will get a knowledge of how a business or organisation runs and operates.

In this study, we're undertaking a case study on The Caffeine's, a beverage services company. We will also hear about the issues they are dealing with. Entrepreneurship education benefits students and instructors from a variety of socioeconomic backgrounds because it allows them to build individual attributes and think beyond the box. It also creates opportunities, builds confidence, promotes social justice, and benefits the economy. Entrepreneurship education also equips aspiring entrepreneurs with the skills and information necessary to generate business concepts and start their own companies. This requires assisting students in learning fundamental business ideas such as finances, sales, marketing, management, and accounting, as well as wider characteristics such as flexibility, great communication skills, and confidence.