



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

CASE STUDY



WARUNG KALENG KALENG

FACULTY OF BUSINESS & MANAGEMENT

BA232 3B

SUBMITTED BY

FAKRUL AZZIM BIN ABDULLAH	2020614396
NAZRIN SYAZWANI BINTI MOHD NAZIR	2020470126
SYAZWANIE BINTI SAFAR	2020862688
NUR IZZATUL SYAHIRAH BINTI MOHD RAFIE	2020602788
NUR AINA SHUHADA BINTI ABD GANI	2020846674

SUBMITTED TO

DR KOE WEI LOON

SUBMISSION DATE

19/11/2021

TABLE OF CONTENT

TITLE PAGE	PAGE i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLES	v
EXECUTIVE SUMMARY	vi

TITLE PAGE	PAGE
1. INTRODUCTION 1.1 Background of study 1.2 Purpose of study	6 7
2. BUSINESS INFORMATION 2.1 Background 2.2 Organizational Structure 2.3 Products/Services 2.4 Business, marketing, operational strategy 2.5 Financial achievements	8-9 9 10 10-12 13
3. BUSINESS ANALYSIS 3.1 Business Model Canvas (BMC)	14-22
4. FINDINGS AND DISCUSSION 4.1 Finding/Problems 4.2 Solutions/Recommendations	23 24-25
5. CONCLUSION	26
6. REFERENCES	27
7. APPENDICES	28-31

Executive Summary

This assignment focuses on Malaysian small enterprises. Warung Kaleng Kaleng, a small business that sells food and beverages, was picked by our group. This small business is located in Kampung Penerok Kukup Pontian, Johor. This stall began operations during the first phase of the Movement Control Order (MCO), which is it was started in 26 Jun 2019. Warung Kaleng Kaleng is an ownership business and the founder is En Abdullah bin Mohamed.

Encik Abdullah, the owner of Warung Kaleng Kaleng, opened the shop in front of his house because it is the major way into the community. This is Encik Abdullah's first business, and it was started by the owner, who is Encik Abdullah himself. Initially, the business was only a meal delivery service from home, but after the owner had enough funds, the owner wanted to create a stall called Warung Kaleng Kaleng.

This is a family-run enterprise maintained by the En Abdullah family. Encik Abdullah is the cook for his stand, and his second son, Nazirul Amin bin Abdullah, assists him. Encik Abdullah and his son Nazirul Amin were the chef and chef assistant, respectively, in charge of preparing dishes and servicing customers.

The business is open every night of the week and closes solely on Thursdays. Warung Kaleng Kaleng has offered a variety of cuisines to customers, with the most popular dishes being char kuey teow and tomyum. Aside from the delicious dishes that they made, they also offered a decent and inexpensive price for all of their dishes.

1. INTRODUCTION

1.1 Background of Study

Principle of entrepreneurship (ENT 530) is an elective subject for every UiTM student who is furthering their study at bachelor level. The purpose of this study is to develop a fundamental understanding of entrepreneurship from the standpoint of the individual entrepreneur. It may also refer to an organised curriculum that teaches students how to comprehend consumer insights, market demands, and identified business prospects via entrepreneurship knowledge and skills. Besides that, in this study, it includes abilities such as networking, idea generation, designing and implementing a business strategy, running a company, and monitoring the internal and external business environment.

In addition, for students who are interested in starting a business, purchasing an existing firm, or working in start-ups or corporate venture businesses this course is meant for them. Entrepreneurship education has been used in a variety of settings to achieve a variety of goals. Entrepreneurship education teaches students to recognise and capitalise on financial opportunities. As a result, compared to traditionally employed workers, there is greater individual satisfaction. The presence of businesses in our lives teaches us how to generate income while remaining limited to the scope of existing markets. Entrepreneurs can develop new markets and wealth by improving their products and technologies.

Moreover, in this course, it requires students to “learn by doing” in which it is not only focusing on the theory itself, but it requires students to apply what they have learned in the class to real life. By doing so, it will help them to see how an entrepreneur thinks and develop new markets in the business world. Furthermore, this course also teaches students what are the important things they need to consider first before starting a new business such as, conducting a SWOT analysis, making Business Model Canvas (BMC) etc.

In order to become a good entrepreneur, they need to have knowledge before running the business. So, there are a lot of benefits for students who are studying in this course because it teaches students and learners to think outside the box and cultivate unique skills. Instead of learning something new, they will create the opportunity, instil confidence, ensure social justice, and stimulate the economy.

1.2 Purpose of Study

The purpose of this study is to identify what are the problems faced by the company or business and analyse the problems by finding the best solutions to overcome the problems so that the business or the company can make more profits and to be well-known in the future. Besides that, we will learn how the owner operate and run their business.

In this case, we are conducting a case study of Warung Kaleng Kaleng which is a business that provides services for foods and beverages. To identify what are the problems faced by the company or business, an interview with the business owner of the Warung Kaleng Kaleng, Encik Abdullah bin Mohamed was conducted through an online meeting in Google Meet.

Besides identifying the problems and finding the solutions, this case study also was conducted to apply Business Model Canvas (BMC) in which it is a tool to create and analyse the business models when someone wants to create a new business or to update the existing business model by referring to nine building blocks of BMC. The BMC always has an overview of what the business model is. It also demonstrates which activities are unimportant or even detrimental to the goal. Because the BMC sharpens the focus on the essentials, it can also help to improve the business model. Therefore, start-ups can use the BMC to present their business idea. The BMC can also be used by corporations for new projects. The BMC can also reveal dependencies or objectives conflicts with existing processes, and we will know which building block is not strong when we run a business.