



## **CASE STUDY: COMPANY ANALYSIS**

### **ROSHAYATI CATERING**

#### **PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

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## **EXECUTIVE SUMMARY**

Roshayati Catering is a sole proprietorship business that has been in the industry for almost 21 years. Their clients include many parties like government departments, non-governmental organizations, schools, and others. They have been involved in foodservice and managing a school canteen. The business also provides catering for special occasions such as school functions, events, weddings, and others. They can serve up to 3000 guests at any given time which includes indoor or outdoor events. The context of this written report on the case study will contain the company's background information, organizational structure, types of services provided, all the business strategies like marketing and operating strategy, and also the financial achievements of the business. Next, there will be a business model canvas also known as BMC which consists of the value propositions, the key resources, key activities, key partners, the channels, the customer relationship, customer segments, cost structure, and revenue structure. BMC is showing the management's strategy to get a profitable business and lessen the cost. Along with that, it is found that the business has some problems which need to be improvised. There is high competition, a lack of employees, and a scarcity of orders. Fortunately, these problems have their own solution. As for the high competition problem, it is suggested the company needs to set their product's price using the competitive pricing method so that their services are competitive enough to be in the market. Other than that, the company also should train their existing staff to lessen the costs and save time. Furthermore, Roshayati Catering needs to step up its marketing strategies in order to solve the scarcity of orders. There are many things that can be done in making the business catch the people's eyes to increase the business profits. However, as we know, the training cost and the marketing costs may require a lot of money and are time-consuming. Below the report, there are some appendices showing the picture of the owner of the business, the business card, the product and service they provided, some pictures from the interview session and many other things related to the business.

## **1.0 INTRODUCTION**

### **1.1. BACKGROUND OF THE STUDY**

The students of Bachelor in Accountancy (Hons) have been introduced to the course Principles of Entrepreneurship (ENT530). This course has presented a basic appreciation of entrepreneurship from the perspective of the individual entrepreneur. It shows exactly how an entrepreneurial mindset and decision process as he or she pursues entrepreneurial opportunities, creates new ventures and deals with business management affairs. Most importantly, this course has taught the students about the world of entrepreneurship and it is full of creativity and challenges. It somehow has opened the eyes of the students that entrepreneurship can never be easy whether the business is in the launch, growth, shake-out, maturity, or decline stage. Every stage has different ways to overcome the problems.

Considering that, we have been assessed to write a case study to analyze the real-life situation where existing problems of the business need to be solved. This case study is referring to both a method of analysis and a specific research design for examining a problem. Based on the knowledge we have learned in the subject, we have to analyze, apply knowledge, reasoning and conclude the case study.

As for the business, we have chosen a sole proprietorship type of business which is called Roshayati Catering. Roshayati Catering is providing customer satisfaction with high-quality catering that is beyond expectations and is simply the best. This business has caught our eyes since we have known Puan Roshayati has been in the industry for quite a long time since the year 2000. We decided to do some research and interview Puan Roshayati ourselves to know more about the business and challenges she has been facing behind the success today. We will try our best to suggest and recommend the best solutions to any problems they are facing to improve their business even more.

## 1.2. PURPOSE OF THE STUDY

This written report on the case study was conducted for the purpose of helping the students to see the complexities of real-life entrepreneurship and influence the decision-making while solving the problems in a business. Students get to see the real situation of handling a business either on a daily basis or in a critical situation such as the Covid-19 pandemic. Therefore, students were introduced to many kinds of terms in the principles of entrepreneurship. For example, a business canvas model (BMC) has shown the details of the business such as the specialty of their product, the marketing used to sell the product, the partnership, the distribution process, and many more. By making this BMC, it helps the students to spot the strengths and weaknesses in the business.

Hence, students can help our local entrepreneurs to analyze, apply their knowledge, and find the best solution to enhance their business even more. This case study will be the guideline for our entrepreneurs by looking at the final report and they will take action based on the suggested solutions.

Other than that, this study will help students to think creatively to create a better way to improve a business either in terms of marketing, operation, or finance. Students can put themselves in the entrepreneur's shoes to think like an entrepreneur to improve the business even more. At the end of this case study, students are expected to experience and practice the skill in analyzing a problem, applying the best solution to the problem while managing a business. It is a good opportunity for the students to discover their hidden talents and hone their skills in the entrepreneurship industry.