



اَبُو سَيِّدِي تَكْوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

FAKULTI FILEM, TEATER DAN ANIMASI (FITA)

UNIVERSITI TEKNOLOGI MARA (UiTM)

COUSE CODE/NAME:

Company logo

ENT 530- PRINCIPLES OF ENTREPRENEURSHIP

no recomendation

TITLE OF CASE STUDY:



CASE STUDY: “*COMPANY ANALYSIS OF DURIAN CREPE RABI*”

PREPARED FOR:

DR. NURHUDA BINTI NIZAR

PREPARED BY:

NO.	NAME	STUDENT ID
1.	FATIN NURUL ARISHA BINTI ZAINI	2019455624
2.	NUR AIDA BINTI SUHAINI @ SUHAIMI	2019601698
3.	AFINA SYASYA BINTI ANURAZNI	2019875518
4.	NURSHAHILA BINTI ABDUL RAZAK	2019602066
5.	SHANORMA AMIZA BINTI SHAFEI	2019489232

PROGRAM:

FF2373A- MANAGEMENT IN FILM PRODUCTION



DATE OF SUBMISSION:

7th JUNE 2021

TABLE OF CONTENT

NO.	CONTENT	PAGES
1.	1.0 Introduction of Entrepreneur	1
2.	2.0 Objective	1
3.	3.0 Background of Company- <i>'Durian Crepe Rabi SugarFlour'</i>	2
4.	4.0 Company Organization of <i>'Durian Crepe Rabi SugarFlour'</i>	3
5.	5.0 Entrepreneurship Generated by the <i>'Durian Crepe Rabi SugarFlour'</i>	4-6
6.	6.0 Strategy of Company <i>6.1 Company Strategy of 'Durian Crepe Rabi SugarFlour'</i> 6.1.1 Products 6.1.2 Social Media 6.1.3 Broadcast, Tv & News 6.1.4 Marketing & Promotion	7-14
7.	7.0 Swot Analysis 7.1 The Meaning of Internal Factors 7.2 The Meaning of External Factor 7.3 S.W.O. T Analysis in <i>Durian Crepe Rabi Company</i> 7.3.1 Strength 7.3.2 Weakness 7.3.3 Opportunities 7.3.4 Threats	15-17
8.	8.0 Conclusion	18
9.	9.0 Interview Session	19-23
10.	10.0 Appendices	24-25
11.	11.0 References	26

1.0 INTRODUCTION OF ENTREPRENEUR



Entrepreneurship, which is one the most powerful economic force known to humankind, is empowering individuals to seek opportunity where others find intractable problems. Entrepreneurship is the symbol of business tenacity and achievement it is a vital source of change in all facets of society (Pahuja, 2015). Besides that, entrepreneurship is the practice of creating, developing, and running a new business. Launching a business venture often involves great financial risk, so entrepreneurship necessarily involves weighing the risk of losing money with the potential rewards that can be gained by a successful business model. By strict definition, an entrepreneur is anyone who creates and runs their own business. Yet the modern understanding of entrepreneurs encompasses a broader scope of ambition and responsibility. Entrepreneurs are often perceived as risk-taking innovators whose pursuit of opportunity can fundamentally change the world by introducing new products or ideas. Countries like the United States also rely on entrepreneurs as a source of economic development and growth.

2.0 OBJECTIVE



- Explain the whole of entrepreneurship in a company through an interview session.
- Describe the S.W.O.T analysis found in a company.
- Look at the overall types of sales made.

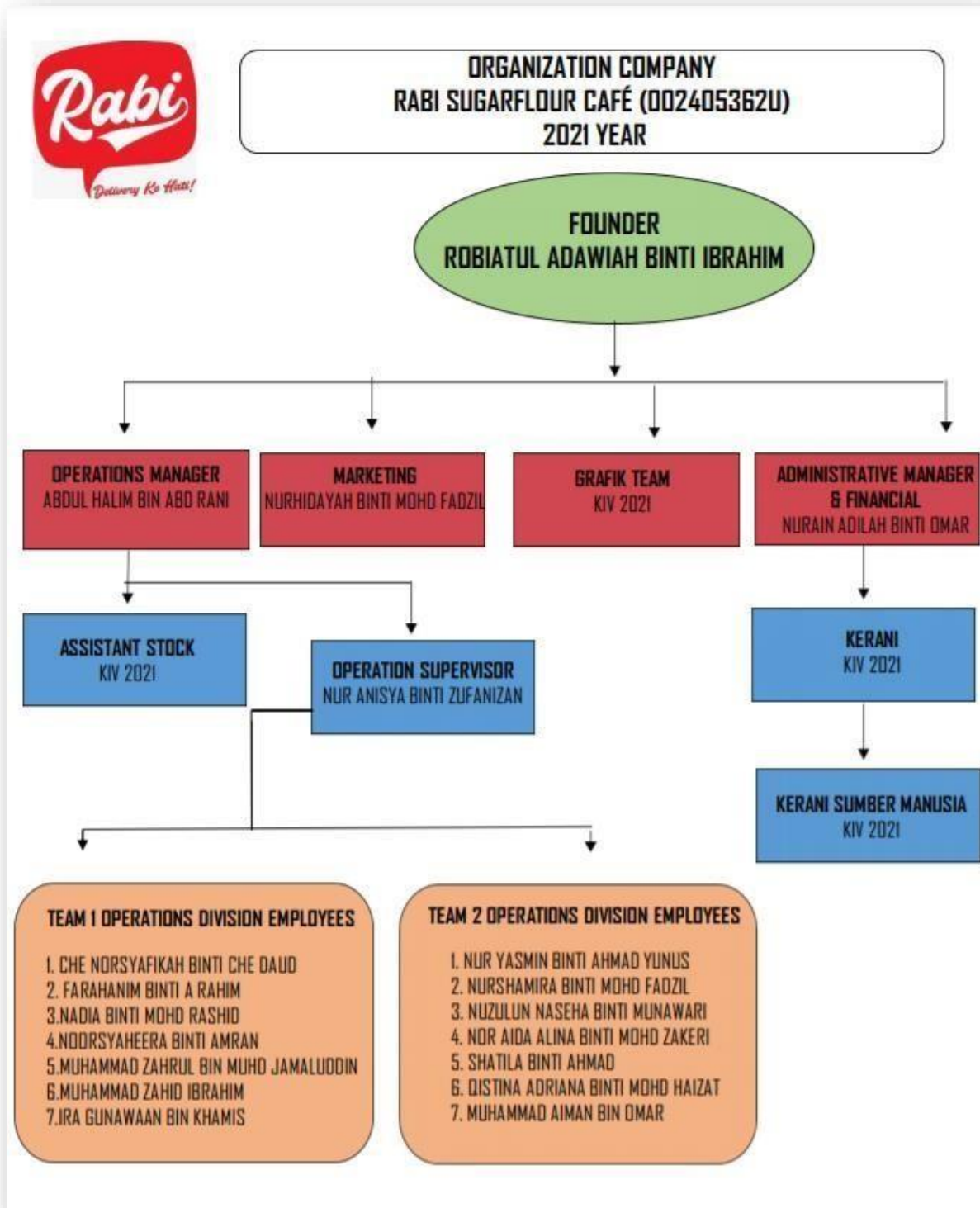
3.0 BACKGROUND OF COMPANY- 'DURIAN CREPE RABI SUGARFLOUR'



Picture 1: Logo of Durian Crepe Rabi SugarFlour.

This business Rabi was started in 2019 and has thrived to this day with the efforts of Bumiputera children who want to venture into business with their spouses. The Durian Crepe Rabi business is run by a former kindergarten teacher known as Puan Rabiatal Adawiyah Binti Ibrahim and assisted by her partner known as Tuan Abdul Halim Bin Abd Rani. Apart from that, in the Durian Crepe Rabi business, it also has a workforce of 20 people and even the number has increased from time to time. Durian Crepe Rabi business is located in Mutiara Damansara known as Rabi SugarFlour Café with full address 48-1, Jalan PJU 7/16, Mutiara Damansara, 60000 Kuala Lumpur, Malaysia. Not only that, this business also has dozens of agents and stockists to further expand the business to be known throughout Malaysia. The couple is also not focused on Durian Crepe only but they also provide a wide variety of cake variations and flavours like Durian Crepe Pandan, Chocolate Batik Cake, Blueberry Cake and many more.

4.0 COMPANY ORGANIZATION OF 'DURIAN CREPE RABI SUGARFLOUR'



5.0 ENTREPRENEURSHIP GENERATED BY THE 'DURIAN CREPE RABI SUGARFLOUR' ✓

A product is a product made or created by a human being, called a manufacturer who engages in business. Another definition of a product is a company that offers a product that influences the company's activities starting from planning, running production and operating systems, creating marketing programs, distribution systems, advertising, and directing manufacturer to sell (Suharyono, 2014). In addition, these products can be produced in various forms. For example, food, furniture, and so on. Next, the purpose of this product created is to meet the needs or tastes of customers by placing a reasonable price. Moreover, if a product is labelled and beautifully designed, it will attract more people to buy. Indirectly, manufacturers can also generate income to cover daily life by producing products that are suitable according to customer satisfaction.

Based on the interviews that have been conducted, the entrepreneur we chose to do this case study is a company that runs a durian crepe business. The company is known as '*durian crepe Rabi*' with a tagline "*menyediakan dessert daripada syurga, delivery terus ke hati*". In addition, the business focuses on placing durian as the main ingredient in every new product it produces. These are examples of products produced by '*durian crepe Rabi*' in various shapes and flavours:



Picture 2: Durian Crepe Bantal.

If seen through in the first picture, this is the first product released by the *Durian Crepe Rabi* called the '*durian crepe bantal*'. In addition, the specialty in the durian crepe is *whipping cream* and *musang king*. Meanwhile, the price set is an affordable price, which is RM15 for 6 pieces

CASE STUDY: 'COMPANY ANALYSIS OF DURIAN CREPE RABI'

in one container. As a result, the business has attracted so many people that they have come up with new products with different flavours.



Picture 3: Durian Crepe Cheese Leleh, Mango Cheese Chill Cake Terpelanting, Batik Milo Crush and Durian Crepe Sekaya Pandan.

Apart from that, picture 2 has shown the new product that has been released after getting the response to the '*durian crepe bantal*' product. According to the interviews we conducted, these *Durian Crepe Rabi* founders themselves said that they were inspired to diversify these flavours based on the wishes of the customers who had given feedback to them. In connection with that, the result is *Durian Crepe Cheese Leleh*, *Mango Cheese Chill Cake Terpelanting*, *Batik Milo Crush*, and *Durian Crepe Sekaya Pandan*. Interestingly enough too, the price is placed just under rm20 only and it is very affordable. Since then, the product has become more widespread due to the uniqueness of its food products that put durian in each of the products.



Picture 4: Mille Crepe Rabi.

Lastly, is *mille crepe Rabi*. Based on observations, this *mille crepe Rabi* is a product that is loved by many customers. This is because, the size of the product is larger compared to other products where the price is cheaper, which is only RM 35. If seen through social media, this *mille crepe Rabi* has successfully sold 18,000 pieces in just 4 months. Arguably, this *mille crepe Rabi* is very suitable to be used as a cake if you want to celebrate a special day, especially for durian lovers.

6.0 STRATEGY OF COMPANY ✓

What A Business Start-Up Must Have.

As with any activity you do, there are certain characteristics that are needed to be successful in the chosen activity. These features need to be fully developed, implemented and managed for your business to succeed. There are many characteristics of a business but the more important characteristics needed to start, operate and grow a profitable small business are as follows:

- **DO SOMETHING FUN**

What you get from your business in the form of personal satisfaction, financial gain, stability and enjoyment will be the motivator or input you put into your business. So, if you don't enjoy doing it, chances are your business won't succeed.

- **DO SOMETHING SERIOUSLY**

You cannot expect success in business unless you truly believe in your business and in the goods and services you offer. Too many startup business owners fail to take their own business seriously, lack motivation and are happy to stray from focus. They also fall prey to a handful who don't take them seriously because they don't work in office buildings, shops or factories. Many are unaware that the number of people running small businesses and earning excellent annual incomes, has grown exponentially in recent years.

- **PLAN CAREFULLY**

Planning every aspect of your startup business is not only a must, but also building habits that every small business owner should have, implement and maintain. The act of business planning is very important because it requires you to analyze each business situation, research and compile the data, and draw conclusions based on the facts stated through the research. Business planning also acts as a second function, which is to ensure your goals and how to achieve them, on paper. You can use your plan as a map to take you from point A to Z and as a measuring stick to measure the success of each individual plan or segment in the plan.

- **MANAGE MONEY WISELY** ✓

The heart of any business company is cash flow. You need cash flow to buy inventory, pay for services, promote and market your business, repair and replace tools and equipment, and pay yourself so you can keep working. Therefore, all small business owners must be prudent money managers to ensure that cash continues to flow and bills are paid. There are two aspects of wise money management:

CASE STUDY: 'COMPANY ANALYSIS OF DURIAN CREPE RABI'

- ✓ Money you receive from customers in exchange for goods and services you offer (income)
- ✓ Money you spend on inventory, supplies, wages and others needed to keep your business operating (expenses)

- **ACHIEVE SALES**

A startup business entrepreneur should always remember that marketing, advertising, or promotional activities have no value, unless sales are achieved. This doesn't mean we don't need a great salesperson, advertising and writing expert or public relations expert. However, all these skills will be in vain if you are not actively convincing people to buy what you are selling.

- **ALWAYS REMEMBER YOUR CUSTOMERS**

Your startup business is not focused on the products or services you sell. Your business is not about the price you charge for your goods and services. Your business is not even about competition and how to beat them. Your business is actually focused on your customers. After all, your customers are the ones who will determine the direction of your business. Everything you do in business must be customer focused, including your policies, guarantees, payment options, hours of operation, presentations, advertising and promotional campaigns and websites. Also, you must know who your customers are.



6.1 COMPANY STRATEGY OF 'DURIAN CREPE RABI SUGARFLOUR'

6.1.1 PRODUCTS ✓

Durian Crepe Rabi SugarFlour has been doing the business since in 2019. In the same year, they have started the production and others. They also have been doing the product labelled and beautifully designed that will attract more people to buying the product. The first product that they produced is the durian crepe bantal. As the name of the food, "*bantal*" means pillow that exposing the feel, look and how the durian crepe looks like. This is the strategy of the company to make the buyers to keep think about it because of the easiness to remembering the products visual and the name. The yellow colour that presents the colour of durian to make it eye catching by people just look at it. Other than that, the taste of the durian crepe bantal that makes the combination of whipping cream and musang king make the taste of delicacy as the price of it make it cheap for 6 pieces, RM15 only in on container.

As the time passes, the business gets more request by the more customers. So, the company make a new challenge to make a few new products. Other than durian crepe bantal, the Rabi SugarFlour also has the other product such as durian crepe cheese leleh, mango cheese chill cake terpelanting, batik milo crush and durian crepe sekaya pandan. These tasty products have been released after a big respond due to the last product which is durian crepe bantal. These new products were the idea of the founder itself which it was inspired and wishes from the customers that had given the good feedbacks. As the result, they make a new four products and new flavours. Interestingly, the price of these new products is cheap and under RM20 only.

Durian crepe cheese leleh is a similar product to the previous product but they don't make it as bantal but instead of it. They make it tastier by adding a lot of cheese. That's why the product called crepe cheese leleh because a lot of amount of cheese they pouring on the durian crepe. Next, mango cheese chill cake are the combination of mango and cheese cake. The product they make it look more and taste magic as the sweetness in the mango and cheese are the best combination in the world. Then, the batik milo crush is the product which is a little bit different from the other product which is in this product they make a cake batik base and also the different taste. The milo itself was another tasty that make the Malaysian people have it a long time ago but the company make it in a medium small container to make a sufficient amount which means the company make it not feel queasy. Other than that, the durian crepe sekaya pandan is a product that the company making the combination of durian and kaya pandan. NO

CASE STUDY: 'COMPANY ANALYSIS OF DURIAN CREPE RABI'

need to explain the taste of it more. Just as the name of the product it has a various of taste as they put the durian and kaya pandan together in one product.

By the various flavour, shape and the beautiful visual of the last product such like durian crepe bantal, durian crepe cheese leleh, mango cheese chill cake terpelanting, batik milo crush and durian crepe sekaya pandan, the company making another new latest product which is mille crepe Rabi. It is a product that durian crepe bantal but they make it look a bigger and looks similarly to a cake. But there is no a durian cake yet so the company take a challenge to make a durian cake. It is very tasty, large and cheap for it is size as it was RM35 only. In just a few months passed, they have successfully sold 18,000 pieces. It has proven that this new product has the best-selling other than the products. ✓



Picture 5: Durian Crepe Bantal, Durian Crepe Cheese Leleh, Mango Cheese Chill Cake Terpelanting, Batik Milo Crush, Durian Crepe Sekaya Pandan and Mille Crepe Rabi.

6.1.2 SOCIAL MEDIA ✓

Social media has been as the most important platform for the most business nowadays. They can make an account for their own company and they upload more information about the products they producing. As an example, Rabi SugarFlour has a special social media for their own company. As an example, they are using are Instagram, Facebook, and Tiktok. For the

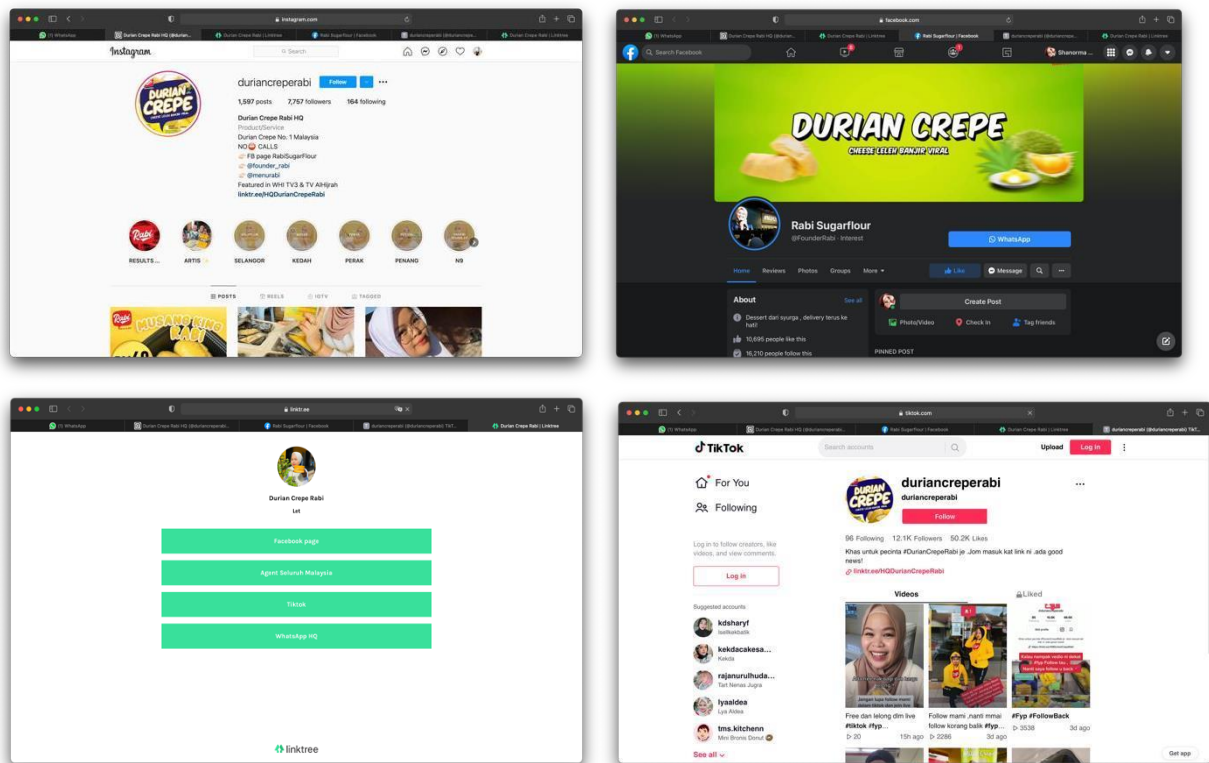
CASE STUDY: 'COMPANY ANALYSIS OF DURIAN CREPE RABI'

Instagram, they using it as the profile for the company and also, they keep uploading the news for the durian crepe lover. Other than that, they also keep uploading the feed on their Instagram for the image of the products they have. Then they also always keep uploading all the information for the buyers to buying their products by attaching the link at the bio link of profile page.

For the Facebook, they always keep on announcement for the live that they will doing by telling the time and date. This is their own strategy for their business to keep customers and buyers. Other than that, they also keep showing a screenshot of feedback any customers that buying their products to keep as other ways of their own strategy to keep people showing that they are the best in making on their own product durian crepe and so on. On the page of their Facebook, there are also showing the email, number phone, link of Instagram and they always open the time to order the products on any time the buyers want to.

Last but not least, the Tiktok as the platform of the business keep going on because nowadays people always on the account of themselves to watching the Tiktok video. Then the company open an account for the products to promoting and showing their own good quality of products. Tiktok is the newest platform for the company to make as one of their profile pages for the business. ✓

CASE STUDY: 'COMPANY ANALYSIS OF DURIAN CREPE RABI'



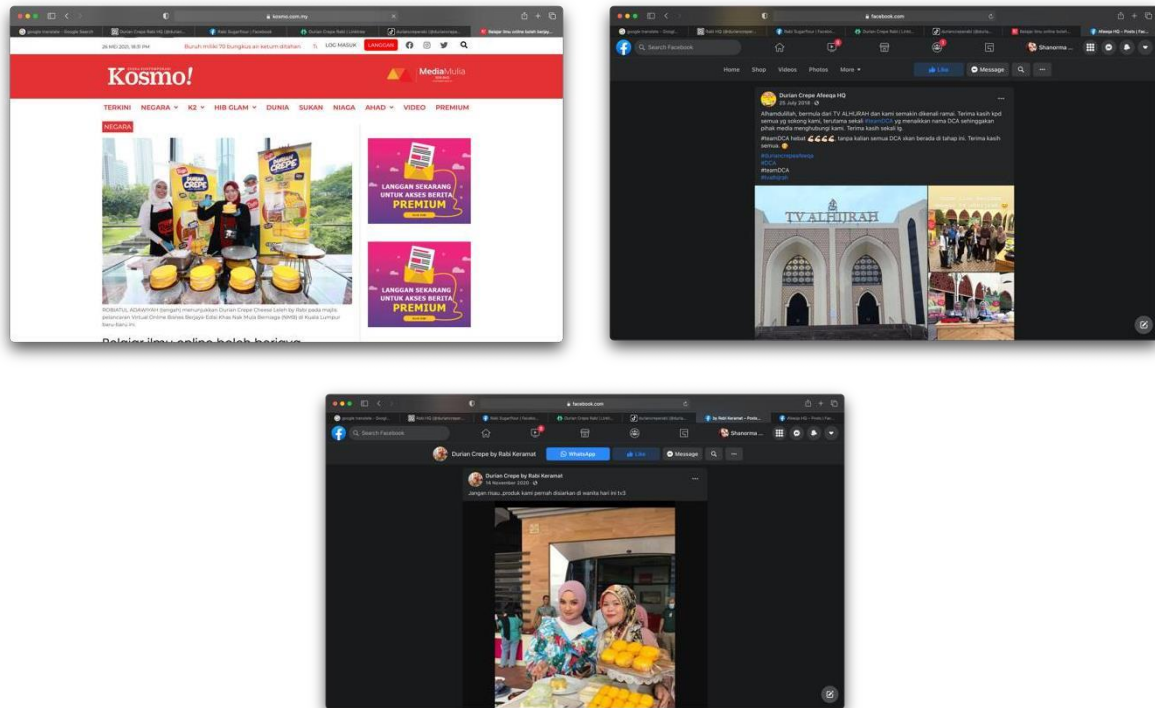
Picture 6: Instagram, Facebook, link Tree and Tiktok of Rabi SugarFlour.

6.1.3 BROADCAST, TV & NEWS



Rabi SugarFlour company has been making an appearance on the TV show and news as they keep growing advanced than another brand. This business, Rabi SugarFlour has been going on TV show called '*Wanita Hari Ini*' (*WHI*) which popular for being a TV show that calling the company Rabi SugarFlour which means the company must have be a successful company. Meanwhile, Rabi SugarFlour also has been shown in TV *Alhijrah* by doing a promotion and baking the durian crepe on the spot while interviewing by the host on the show. Next, Rabi SugarFlour also have made a news on *KOSMO* which is a news platform on online. In there, the founder, Robiatul Adawiyah shows Durian Crepe Cheese Leleh at the launch of *Virtual Online Bisnes Berjaya-Special Edition Nak Mula Berniaga (NMB)* in Kuala Lumpur recently.

CASE STUDY: 'COMPANY ANALYSIS OF DURIAN CREPE RABI'



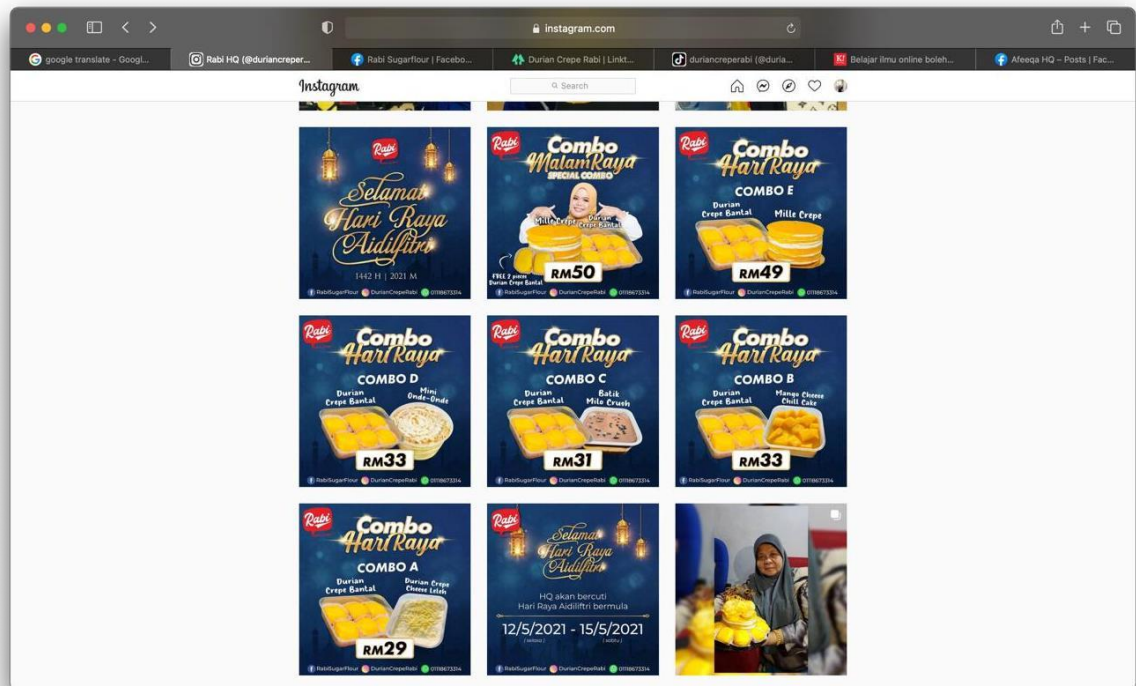
Picture 7: The products of Rabi SugarFlour has been shown at Wanita Hari Ini, Kosmo! and TV Alhijrah.

6.1.4 MARKETING & PROMOTION



On the latest Hari Raya Aidilfitri, the Rabi SugarFlour company has been making a promotion of their products by doing a combination. The combination they produced are the Combo Hari Raya A, B, C, D and E which is Combo A has a combination of durian crepe cheese leleh and durian crepe bantal in RM29 total of it. Next Combo B, the combination of mango cheese chill cake and durian crepe bantal, total of it RM33. Next, the combination of batik milo crush and durian crepe bantal which is RM31. In the combination of Combo D, there a mini onde-onde and durian crepe bantal in RM33. And last combination is Combo E, the mille crepe and the durian crepe bantal total RM49. Last but not least, the Rabi SugarFlour company make a special deal in the Combo Malam Raya which is the special combo between the mille crepe, durian crepe bantal and free two pieces of durian crepe bantal. The price of this special combo is RM50.

CASE STUDY: 'COMPANY ANALYSIS OF DURIAN CREPE RABI'



Picture 8: The products of Rabi SugarFlour that make a promotion in Hari Raya Aidilfitri Special Combo.



7.0 SWOT ANALYSIS ✓



Picture 9: Shows a poster inserted with S.W.O.T

The meaning or purpose of SWOT stands for Strengths (*kekuatan*), Weaknesses (*kelemahan*), Opportunities (*peluang*), and Threats (*ancaman*). SWOT analysis is a very simple tool but it helps in developing in all things or better enterprise affairs. In addition, the meaning of Strengths (*kekuatan*) and Weaknesses (*kelemahan*) it comes from the internal of the company while Opportunities (*peluang*) and Threats (*ancaman*) is an external thing that affects things that happen outside the company. This SWOT analysis focuses on four elements as shown in figure 4 above where the company to determine the strengths that can influence strategies, actions and initiatives. Next, it is also able to know all the positive and negative elements in order to help the company more effectively in communicating from a plan.

7.1 The Meaning of Internal Factors

Here are some internal factors that are usually considered:

- Financial resources (funding, sources of income and investment opportunities)
- Physical resources (locations, facilities, and equipment)
- Human resources (employees, volunteers and target audience)
- Access to natural resources, trademarks, patents and copyrights
- Current processes (employee programs, department hierarchies and software systems)

7.2 The Meaning of External Factor

External factors are usually corporate matters and they cannot be controlled, as follows:

- Market trends (new products, technological advances, and shifting audiences)

CASE STUDY: 'COMPANY ANALYSIS OF DURIAN CREPE RABI'

- Economic trends (local, national, and international financial trends)
- Funding (donations, legislature and other resources)
- Demographics
- Relationships with suppliers and partners
- Political, environmental, and economic regulations

7.3 S.W.O. T Analysis in *Durian Crepe Rabi* Company

7.3.1 Strength

The strength that is often applied by the founder of this “Durian Crepe Rabi” company is that he often motivates himself to continue to pursue his dreams. Without giving up, he often gave himself the courage to continue to raise the name of his enterprise towards a more advanced. The founder of the company he says that human behaviour does not happen by chance but is driven or motivated by internal and external factors of one’s human self. Moreover, he not only motivates himself. But he is willing to make an example of himself to staff, dropship and even agents so that they are also more enthusiastic and will both fight more in the business they are involved in today. He also holds the principle in his life, if we want to achieve something we have to strive more and more. ✓

7.3.2 Weaknesses

The weakness that exists as the founder of a company "Durian Crepe Rabi" that is as a supply of dessert food, it does not escape public criticism. In general, in operating these food suppliers, we as founders need to know the tastes of the buyers as to what they want. So it is not easy for us to follow all the wishes of the buyer because every view as a buyer is different. We need to face this criticism with more courage and show that we as the founders of food suppliers are able to make us have more advanced products. All the criticism that tarnishes the good name of the company, we take all that feedback as a fuel for the team spirit. ✓

7.3.3 Opportunities ✓

Opportunities need to be filled with great effectiveness that needs to be taken as an important priority because these opportunities are said to have many advantages that will contribute to a company. For example, as a founder in the company, he was able to provide opportunities to all sections of society such as students, housewives, part-time workers to jointly open a small

business under the company "Durian Crepe Rabi". Where the community out there can make a lucrative profit when selling the product. As a founder, he often provides many opportunities to anyone who wants to join his company's team. By providing such an opportunity there will definitely be more opportunities to come to his company as the brand will be well known throughout Malaysian.

7.3.4 Threats ✓

Threats are often seen everywhere either within the company or outside the company. From ancient times until today we as a people living in a society often talk about things that will bring down one's dignity. Mandatory through phases of criticism, anger and so on about the product produced. We as founders in a company must face such a situation. We have to work to succeed and continue to succeed to the next level. As a human being, he has to be good at handling emotions and needs to know the sensitivity of the situation around him.

8.0 CONCLUSION



In conclusion, the industry is an uncommon level of analysis in the study of entrepreneurship. Launching a business venture often involves great financial risk, so entrepreneurship necessarily involves weighing the risk of losing money with the potential rewards that can be gained by a successful business model. There are many characteristics of a business but the more important characteristics needed to start, operate and grow a profitable small business are as follows: you cannot expect success in business unless you truly believe in your business and in the goods and service you offer. Besides that, too many start-up business owners fail to take their own business seriously, lack motivation and are happy to stray from focus. Other than that, planning every aspect of your start-up business is not only a must, but also building habits that every small business owner should have, implement and maintain. Next the act of business planning is very important because it requires you to analyse each business situation, research and compile the data, and draw conclusions based on the facts stated through the research.

9.0 INTERVIEW SESSION



1. How did the idea to start a business like now come about?

The idea came when I was still working as a kindergarten teacher, at that time I just started a small business but due to the deep interest in venturing into business at that time then I decided to stop being a teacher in kindergarten and start growing this business as now. The business idea also came up when I saw a post on Facebook social media about durian crepe products so started my idea to sell durian and cheese-based products. At the beginning of my business selling durian crepe products, my regular customers were from the family of my own students in kindergarten.

2. How long have you been involved in this business?

This Durian Crepe Rabi business started in 2019. In 2019, we have started production and others.

3. How do you get ideas in diversifying products in various flavors to suit customers' tastes?

Starting from customer feedback. Then, through the feedback, the customers themselves give the idea of where to produce various flavors of durian crepe. Because of that, my team and I got the idea to make a variety of flavors on their own to meet customers' tastes. Since then, my team and I have produced durian crepe in various flavors such as chocolate, pandan, and others. That's important, manufacturers must know the desires of customers to attract more customers to buy.

4. Do you make a loan or use your savings to start a business?

Honestly, at the beginning of the business, I did not make any loans from any bank or external parties entirely business capital from my own savings, starting with RM300.00 and even now I have not made any loans from outside parties or the bank. With that much capital to start a business and earn little by little profit then I started saving money for the use of my business now until the future.

5. What is the total gross profit and loss return that will be earned by your business each year?

Based on the gross profit and loss return each year it is volatile. This is determined based on the current situation because the business environment is not fixed, there will always be

fluctuations when venturing into business. If based on the gross profit that I earned at the beginning of the business is RM150 thousand, in fact my sales revenue is increasing day by day so in 2019 I managed to earn a profit in the first 8 months of RM1 million while for the close of 2019 is RM1.3 Million. As I said earlier in business there are fluctuations so in 2020, I earned a gross profit of RM2.4 Million while for this year I earned a profit of RM1.8 Million. God willing, the target for this year I want to reach as much as RM10 million.

6. What is the strength of the business management team to ensure that the business runs smoothly?

As you know, I am still new in business for 4 years I ventured into it so in my view the strength that can be seen from my business is through the strength of marketing rather than management because for now I myself as a business owner do all the work involving management for employees. So as an owner I will work as a manager as well to keep the business running smoothly at the same time, I will teach my employees to do better marketing from time to time.

7. Does this social media platform, really impact your business in attracting customers?

Absolutely, yes. This is because the *Durian Crepe Rabi* business does depend and starts from an online platform. The system applied in this business is like MLM, which uses and prioritizes human resources to distribute the product almost to the entire state called as an agent. Furthermore, the purpose of the *Durian Crepe Rabi* using this social media platform is to help people out there generating income. Therefore, we need to know more knowledge in the use of marketing online so that the business is more consistent in attracting customers.

8. Have you ever thought of opening a new branch in another state?

Ever thought of opening a new branch other than in Mutiara Damansara. If possible, would like to open new branch in other states such as Terengganu and so on for the storage of this durian crepe product. If there are more branches, it is better to distribute products to customers and grow this business.

9. So far, how many agents and stockiest are there?

Also, inside the *Durian Crepe Rabi* has a stockiest of 25 people, and is focused on getting 30 people this month. Meanwhile, the agent for this durian crepe is about 400 people. It can be

said that only 400 or 500 agents are active so far even though the entire team in the group is 1400 people.

10. Have you ever thought of collaborating with an artist to promote this durian crepe?

One of them, I want to make collaborate with Neelofa or make-up artist Bella. These are influencers who have big names in the industry to promote products. The purpose of collaborating with them is not to ride popularity, but to tell customers out there that our company has started to grow in the business industry.

11. What are the common challenges in your business and how did you overcome those problems in the pandemic COVID-19?

Problems will occur everywhere. The problem I faced during the pandemic covid-19 was a problem in terms of transport. I used the bus during the delivery of "Durian Crepe Rabi" for example when I want to send the product to the Terengganu team, I will go to the bus station and send the product to Terengganu's. When the bus started in the 3rd month. So, what I do, I ride a lorry like a lorry of rice, chicken, vegetables so that it can help me in delivering the product to the agent and also dropship. So, this is my way of handling the problem. First if we have a problem, we have to find another solution there must be a plan A, B, C and so on, if there is no plan it will be uncertain.

12. Do you feel down and discouraged in overcomes problems in your business?

Actually, I will never feel hopeless, because my dream is so big convey I myself forgot to give up. I stick to the principles of my dreams. So, what I do as a leader is to inspire agents and dropship. The agent will be down, but I as a leader cannot be down. If you want to go down, it can't be too long so it takes a long time. My order to my agent for down can but not for too long. I often give my acting not down like giving spirit, always give coaching so as not to be down and need to remember the spirit of what has been done before. This real problem will come from the solution of "*dimana ada masalah disitu ada peluang*" is my keyword. So, when I have a problem, I take that problem as an opportunity for me to sell.

13. In business, there will always be positive and negative feedback by customers. Can you tell me a little bit?

As a product operator is actually obliged to go through phases of criticism, anger and so on about the product being handled. We as founders in a company must face such a situation. We have to work to succeed and continue to succeed to the next level. Need to live, like me, this food will not run away from the complaint of society. The issue I am facing is an issue with humans because of working with other machines. Working with humans is hard again. This human has to be good at handling emotions and needs to know the sensitivity of the situation.

14. With your current business, do you feel like sparking new ideas like any other business?

In business, we will definitely want to try new things such as food, moreover, if we are not good at eating, it will be less, but when the cosmetics business is different, if it is made at a different price. So, for starters I need to gather agents, teams and grow the brand first.

15. With the number of dropships, the current agent. How much do you have for staff?

Starts from 1 person and continue to 25 people. Nowadays, there are those who study so they live 18. So, when the company is big. We need to have a large staff because we want to have a high sale so the important thing is the sale first and then there will be a large addition of staff.

16. As a businessman, what marketing strategies do you use to expand your existing business?

"Of course,". Mami uses online and humane. Marhain people for mami must be there. If mami makes something like "the children of the common people, mami is there for the products you all want to buy". Recently, it just so happened that in the time of the new festivals, mami had a strategy where mami saw the potential when entering the Ramadan bazaar. Last year there was no ramadhan bazaar, so this year there was a ramadhan bazaar mami pon continued to make sets with mami's children. "Okay son, let's make a set for the Ramadan bazaar." So, what does mami do, because mami has DNA, mami has mami's business model, mami doesn't use offline platforms. But at least mami tried. When mami tried, it turned out to be less popular. Because mami has done it the right way. So mami is the right person online. When offline is incorrect. Another aura that evokes our faith. What we believe, think, write that determines we have a decision. So, if you have been online for a long time, then you want to make the aura

offline, it doesn't become. But it is not wrong to do it offline because it has been thought that if one day we are suddenly hacked, no online mami will have to use offline as well. So, the important 2 important of these platforms. At least, you have to have a strategy plan A, B, C and so on."

17. Like the current issue on covid-19, does it affect your business to some extent? So how do you overcome this issue in business?

"Alhamdulillah, so far there is no problem. But there is a covid or no covid is still the same. Everywhere there is a problem. So, mami is a leader or entrepreneur or founder where if you as a business owner have to think about what other ways to make or want to increase your income. Instead, if you feel like this business will collapse, you can't. What we think determines our income. There must be some way, must see another way to get income. We as entrepreneurs do not put ourselves *"business will collapse"*. No way! Don't. What has to be placed there is another way to do another."

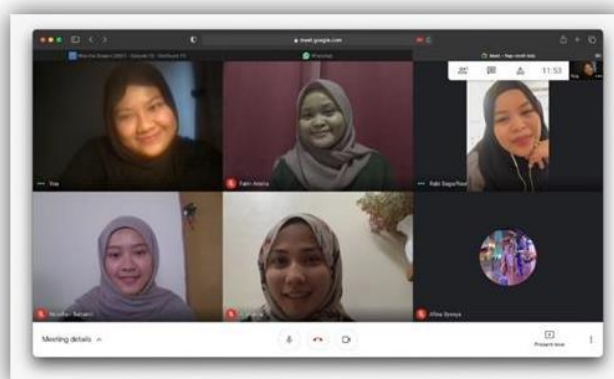
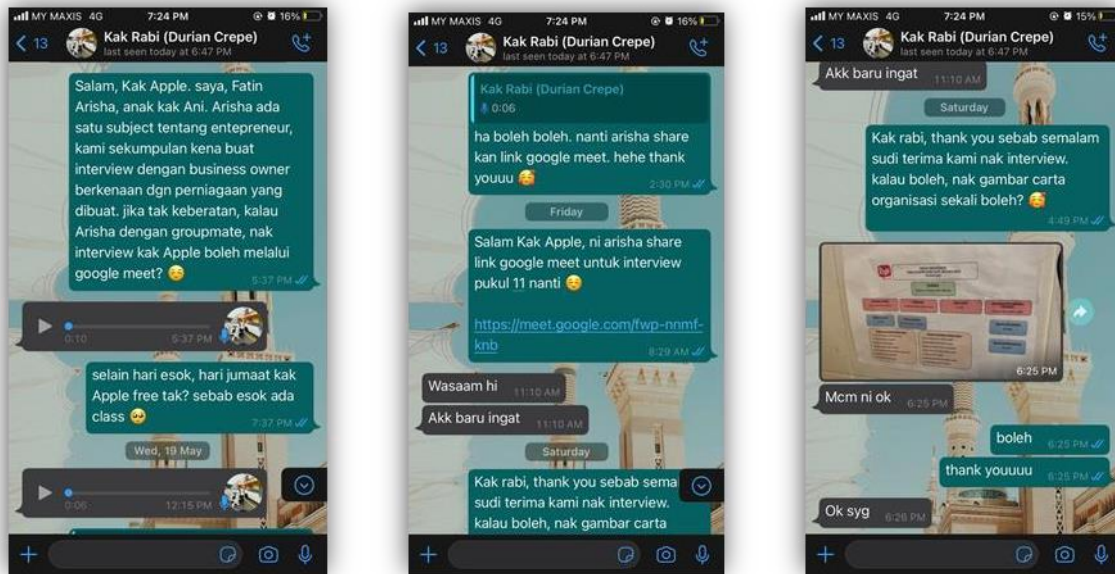
18. What are the weaknesses of team management in your business?

"About emotions. Mami has to train mami's leaders to become a firm. For any offense must be reprimanded directly. Anything that is not right needs to be told because wanting to be a very firm leader is actually time consuming. Actually, this is not a weakness but to be part of the journey to make mami's leader know how to handle mami's kitchen staff."

19. What are the advantages of choosing this type of durian crepe business?

"Can distribute mami products almost all over the country. For example, before this, mami used to trade cakes, it was quite limited. But when mami decided to sell melted durian crepe cheese, Alhamdulillah, she could reach Kelantan, Melaka and many more. Because it's in a container so easy to distribute."

10.0 APPENDICES ✓





Fakulti
Filem, Teater
dan Animasi



Surat Kami : 100 – FiTA (HEP. 37/8)
Tarikh : 25 Mei 2021

Puan Rabiatul Adawiyah

Pengurus Durian Crepe Rabi
Rabi Sugarflour Cafe
48-1, Jalan PJU 7/16, Mutiara Damansara
47820 Damansara,
Kuala Lumpur

Puan,

**PERMOHONAN MENDAPATKAN MAKLUMAT UNTUK TUGASAN/ KAJIAN KES KURSUS
PRINCIPLES OF ENTREPRENEURSHIP (ENT530) SECARA ATAS TALIAN.**

Dengan segala hormatnya perkara di atas, dirujuk.

2. Sukacita dimaklumkan bahawa, penama di bawah adalah pelajar bagi program Sarjana Muda Pengurusan Industri Kreatif (Kepujian) Produksi Filem (FF237) dari Fakulti Filem, Teater dan Animasi, Universiti Teknologi MARA, Kampus Puncak Perdana.

Bil.	Nama	No. Telefon	No. Pelajar
1.	Fatin Nurul Arisha Binti Zaini	0122706060	2019455624
2.	Nur Aida Binti Suhaini @ Suhaimi	0187692943	2019601698
3.	Afina Syasya Binti Anurazni	0136378924	2019875518
4.	Nurshahila Binti Abdul Razak	0176850327	2019602066
5.	Shanorma Amiza Binti Shafei	0193639615	2019489232

3. Tugasan/ kajian kes ini adalah bertujuan untuk memenuhi keperluan kursus dan penyelidikan pelajar iaitu "Case Study: Company Analysis of Durian Crepe Rabi".

4. Sehubungan dengan itu, saya amat berharap permohonan ini mendapat pertimbangan dan kelulusan pihak puan. Dimaklumkan segala maklumat yang diberi adalah untuk tujuan akademik dan dianggap sulit.

5. Sekiranya puan memerlukan maklumat lanjut berkaitan dengan projek ini, sila hubungi Penyelia Projek Kumpulan ini iaitu Dr. Nurhuda Nizar di talian 012-3545754 atau ketua projek kumpulan ini iaitu Saudari Fatin Nurul Arisha Binti Zaini di talian 0122706060.

Sekian, kerjasama puan dalam hal ini didahului dengan ucapan ribuan terima kasih.

"PRIHATIN RAKYAT: DARURAT MEMERANGI COVID-19"
"BERKHIDMAT UNTUK NEGARA"

Yang benar

DR. SYAHRUL FITHRI MUSA

Timbalan Dekan (Akademik)
(Menjalankan Tugas-Tugas Dekan)

Fakulti Filem, Teater dan Animasi
Universiti Teknologi MARA
Cawangan Selangor, Kampus Puncak Perdana
40150 Shah Alam
Tel: +603 7962 2402/2411/2414 Faks: +603 7962 2405



11.0 REFERENCES

Inka Janita Sembiring, S. A. (2014). PENGARUH KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DALAM MEMBENTUK LOYALITAS PELANGGAN. *Jurnal Administrasi Bisnis*, 1-10. Retrieved from <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/download/607/806>

Pahuja, A. (2015). Introduction to Entrepreneurship. In *Entrepreneurship: Learning and Implemetation*. New Delhi: CEGR.

