



## CASE STUDY: COMPANY ANALYSIS



**Burger Bentara**

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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## Table of Contents

<b>NO.</b>	<b>CONTENT</b>	<b>PAGE NUMBER</b>
1.	Executive summary	4-5
2.	Introduction <ul style="list-style-type: none"><li>● Background of study</li><li>● Purpose of study</li></ul>	6-8
3.	Company information <ul style="list-style-type: none"><li>● Background of the company</li><li>● Organizational structure</li><li>● Business, marketing and operational strategy</li><li>● Financial achievement</li></ul>	9 -15
4.	Company analysis <ul style="list-style-type: none"><li>● Business Model Canvas (BMC)</li></ul>	16 - 26
8.	Finding and discussion	27 - 31
9.	Conclusion	32
10.	References	33
11.	Appendices	34 - 39

## **Executive Summary**

Burger Bentara is a sole proprietor business owned and founded by Kamarulzaman Bin Ibrahim. The business is based in UiTM Cawangan Melaka Kampus Alor Gajah. The founder of this business graduated with a Lower Certificate of Education (LCE/PMR). As of now, he and his wife are the only ones who are managing the business since 1st December 2018 in UiTM .

Burger Bentara is a small business in the category of food and beverage where they sell homemade burgers such as Chicken burger and beef burger. Mr Kamarulzaman highlighted that Burger Bentara produces their products with fun and love for the students to make sure that the relationship between him and the student becomes closer. The name Burger Bentara is a combination of the two names. Firstly, he includes the actual pronunciation of burger which is his product that he sold mostly related to burger and 'Bentara' is from the name of the cafe that stated in UiTM , the place he runs his business. Hence, that is how he came out with the name Burger Bentara for his business.

These days, 'Burger Ayam Crispy' is currently rising in the market demand especially in UiTM campus since the burger is looks like McDonald's but with the reasonable price and Burger Bentara took the advantage of the minor competition business and started with understanding how it is served and that is how the inspiration to start a business occurred to him. The business offers a special recipe which is that the burgers produced by this store for their customers do not use patty burgers but they change it by using chicken chop because of its fresh and tender meat and they also ask for the feedback from their customers to make sure the burger is served according to the customer's taste. In the near future, they are considering bringing in new product categories such as western food sets.

Burger Bentara is the only operating burger stall in the cafe Bentara which is in UiTM. Mr Kamarulzaman attracts their customers by promoting his business via



Whatsapp among the students in UiTM. He also has a good relationship with students by calling him “Ayah” to show love to them. Lack of workers has been a major constraint to Mr Kamarulzaman and his wife because they do not have enough hands to handle too many orders from students in UiTM. The business can only experience growth if they face the existing problems such as lack of manpower. The restrictions are visible since the product and services provided by Burger Bentara is. Another constraint is the lack of product knowledge within the community that is faced by the business. However, there are a few alternatives that are proposed such as hiring a worker, limiting the number of orders and using another social media platform to spread product knowledge in a community.

## **1.0 Introduction**

### **1.1 Background of the Study**

The courses taken by students for this subject are Principles of Entrepreneurships. This particular course has this case study assignment as one of its main assignments needed to be completed by students. Students that are currently pursuing their degree in Bachelor of Accounting are required to take this course as one of the subjects during their studies. Principles of Entrepreneurships introduce the student to entrepreneurship around the world. This course provided the students with knowledge about the important things in entrepreneurships. As an example, how to attract customers, how to understand the market demands, how to find any business opportunities. Other than that, this course teaches you in depth on how entrepreneurs generate, plan and execute ideas and strategy for the business. The main purpose of this study is to teach and expose its students about the business and how to apply in real situations in the future.

In completing this assignment, the students are required to interview any small medium entrepreneur to understand the problems that they are facing and make the findings about relevant, useful and possible solutions that can be suggested to the entrepreneur so that it can increase their business performance in the future. In this assignment, students are exposed to the way the entrepreneur operates their business and how it is involved with the marketing and financial activities. Our group decided to take Burger Bentara as our case study business that is related to the food and beverage business. This is to identify the business problem and solutions so that it can increase the business performance. The company named Burger Bentara is a company that sells specialized and homemade burgers for the customers such as Chicken burger and beef burger. Our group decided to ask this question because this company has its own uniqueness in the product that can attract students from UiTM to buy their burger everyday. The burger has a very special taste so that it can make students think that

they are enjoying the spicy chicken mc deluxe which is only sold at McDonald's and the prices are reasonable and affordable to students.

In completing the assignment, the student understands more on the theory of entrepreneurship in generating any new ideas or solution in the future. Other than that, students also will have the basic knowledge in creating new business or can know the working start up in the corporate studies. The important base of the entrepreneurships is on the value creation of an idea, how to identify the businesses opportunities and how to add any creative and innovative elements in business and ways to use the resources provided efficiently. By completing these case studies, the students will also have the knowledge on how to solve problems.

## **1.2 Purpose of the Study**

Students that are currently pursuing their degree in Bachelor of Accounting are required to take Principle of Entrepreneurship as one the subject during their studies. One of the assessments for this subject is to write a case study based on the company that is interviewed to analyze and identify its problem and to come out with a solution for the problem so that the company can have a better performance in the future. The purposes of this case study are to help the student to get the understanding in entrepreneurship and on how to identify market strategies that are used by businesses to make sure that their product is accepted by the target customer. This case study provides or demonstrates the students in how the business products and services are utilized in the real world. These case studies show the ways that the business uses to convey the target customer about the benefits of their product. Other than that, this case study also has its purposes for the business that is chosen which is Burger Bentara on the problems and how to solve its problem to make sure that the company has a better performance in the future.

Through this case study, the students that take this course, which is Principles of Entrepreneurship, get the understanding and learn on how to deal with different types of problems that may arise in the business and on how to solve the problem. Other than

that, students also get a lot of information about the company on how to run and sustain a business for a long time period. Students also learned that to become a successful entrepreneur, they must think creatively, innovatively and have the willingness to take any risk and accept failure.

During the process of completing the case studies, it will help the students to generate any ideas that can be suggested to the entrepreneur to improve their business in the future. Other than that, the students will also get a better insight and understanding in how to improve or handle their business in the future. This entrepreneurship knowledge provides its students with the foundation knowledge, skills and motivation relating to business achievement that can encourage and attract the students that want to enter the entrepreneurial industries after graduating. By having entrepreneurship knowledge, the students can create more opportunities for their future job. Thus, the subject Principles of Entrepreneurship prepares students for real world opportunities by equipping them with business knowledge and hands-on assignments.

## 2.0 Company Information

### 2.1 Company Background



Figure 1: Company's Logo

The name of this business chosen by the owner is Burger Bentara which is a new small business that sells homemade burgers. The founder is Kamarulzaman Bin Ibrahim aged 57 years old. He started his business by selling 'kacang pool' to the students in UiTM. Unfortunately, the business did not get an encouraging response from students. Because of that, he tried the new idea by opening a burger stall in UiTM. At first, he was worried if the business selling burgers would also end up the same way like his previous business since he does not have any knowledge of serving and selling burgers before but he challenged himself to take the risk to ensure his business is a success and able to attract students to buy burgers from his stall. His gamble paid off as his current business is a hit among the students at UiTM Alor Gajah. The name of Burger Bentara is a combination of burger and the cafe. His inspiration to start the business is when he realized that he needs to find a source of income to support himself and his family.

Moreover, Burger Bentara is always open for customers to give their feedback everytime they buy the burgers. It offers the customers to get what they want. There are not so many differences between Burger Bentara and other businesses. In a simple word, they give each other inspiration. In fact, everyone is unique in their taste

depending on how they enjoy it. Basically, Burger Bentara only sells burgers like other stalls outside but there might be a new menu which is 'Set Giant Platter'. The price range is depending on the set itself, usually RM25 – RM40 for each set like 'Set Burger Ayam Crispy' which include sausage, rice, burger and fries. The pricing is already fixed based on which set the customers want.

Currently, Burger Bentara also uses an online platform which is Whatsapp. Despite that, Mr Kamarulzaman also delivers his burger in UiTM for students and staff to raise his sales and it can help the relationship between customers become closer.

## 2.2 Organizational Structure



Figure 2: Organizational Structure of Burger Bentara

An organizational structure defines activities such as task collection, coordination, and supervision and directed toward the achievement of organizational aims. Organizational structure affects organizational action and provides the foundation on which standard operating procedures and routines rest. It determines which individuals get to participate in which decision-making processes, and thus to what extent their views shape the organization's actions. Organizational structure can also be considered as the viewing glass or perspective through which individuals see their organization and its environment.

The manager's role is responsible for the processes of getting activities completed efficiently with and through other people and setting and achieving the business's goals through the execution of four basic management functions: planning, organizing, leading, and controlling. In this case, Burger Bentara has two people

managing it, which is Kamarulzaman Bin Ibrahim and his wife who is also the owner of this business.

### **2.3 Products and Services**

The main business activity carried out by Burger Bentara is selling food which are burgers and the main dish is "Burger Ayam Crispy". Its main product, "Burger Ayam Crispy" is well received by customers especially university students as it tastes like a McDonald's burger but at a more affordable price. Mr. Kamarulzaman is not using a regular patty burger but using chicken chop where the meat is softer and bigger. Besides that, the local Muslim supplier Ramly is the main choice for Mr. Kamarulzaman uses patties for other menus such as chicken burgers, meat burgers, oblongs and others. In addition, raw materials for making burgers such as sauces, vegetables, breads and eggs are purchased in different places and from different brands to get cheaper and higher quality prices. To ensure that customers continue to eat at Burger Bentara, Mr. Kamarulzaman applied the principle that food will be cooked if there is an order. Thus, orders are prepared on the spot. This is to ensure that the burger is in good shape and hot to satisfy the customer's appetite to the maximum extent.

Illustration	Product Name	Description
Refer to Figure 3.0	Burger Ayam Crispy	A burger served with crispy chicken chop meat on the outside and soft on the inside and flavored with chili sauce, mayonnaise, black pepper sauce and cheese sauce.
Refer to Figure 3.1	Roti John Ayam Crispy	8-inch-long bread filled with chopped chicken chop meat and accompanied by egg, various spices and cucumber.
Refer to Figure 3.2	Roti John Ayam / Daging	6-inch-long bread filled with chopped chicken patty or beef patty and accompanied by egg, various spices and cucumber.
Refer to Figure 3.3	Burger Ayam / Daging	A burger served with a chicken patty or beef patty that is flavored with chili sauce, mayonnaise, and black pepper sauce. Also can customize such as double beef or chicken, add on egg and cheese according to customer's taste.
Refer to Figure 3.4	Burger Kahwin	A burger served with a mix chicken and beef patty that is flavored with chili sauce, mayonnaise, and black pepper sauce.

Table 2.3.1 : Product Descriptions



## **2.4 Business, Marketing and Operating Strategies**

### **2.4.1 Business Strategy**

A business strategy is an outline of the actions and decisions a company plans to take to reach its goals objectives. The business is focusing on students who want to enjoy eating fast food like burgers at McDonald's with reasonable prices, especially when they cannot go outside UiTM since the McDonald's is far away from the campus. So, Mr Kamarulzaman always focuses on how to make the burgers he sells taste more delicious. He also tried to bring out the menu or recipe and give the students to try it to give the feedback before he came up with the new menu. From the feedback given by the students, he also can improve by adding more choices to his menu that is already served, to make sure that the demand for his burgers will increase from time to time.

### **2.4.2 Marketing Strategy**

A marketing strategy as the business's overall game plan for reaching prospective leads and turning them into customers of the products or services the business provides. Mr Kamarulzaman mainly sells burgers with high quality ingredients and he only cooks when there are students who come to buy the burges. It is because he wants to make sure that the students get the crispy and fresh burgers. To increase the sales, Burger Bentara is doing promotion by giving the taster to the students to give the feedback and if the feedback is good then he will ask the students to promote the menu to their friends either in group whatsapp to reach out more customers as he wants to release a new menu. This is because Mr Kamarulzaman believes that word-of-mouth marketing is an easy way to spread the word about his business or product.

### **2.4.3 Operational Strategy**

Operational strategy focuses on the goals and aspirations of the company, as well as the actual plans for getting the business to achieve their goals. Burger Bentara emphasizes on assuring the quality of patty burger or meats to be delivered to customers in high quality. Indeed, businesses known for their quality and consistency do better with customers. When businesses use quality assurance processes; they're letting customers know that they care about them and their priorities. Besides that, quality assurance is good for a business's reputation. A good reputation boosts customer confidence that translates into loyalty, so even if another product or service comes along, customers will want to stick with a business they already trust. This is shown by the customers of Burger Bentara as there is a steady inflow of orders even though there are other optional choices of the same type of food sold which is burgers. Their customers are loyal and continue to buy from the business as it has continued to prove itself worthy by having good quality burgers and other foods as well as having a good relationship between the business owner and their customers.

### **2.5 Financial Achievement**

Profitability is the most basic goal of every small business. Profitability involves earning more revenue than spending on operating expenses. Business revenue includes income from sales, interest on investments and rent on business property owned by the owner. Operating expenses include payroll, rent materials, vehicle expense, advertising, utilities, interest payments, licenses, and taxes. Profitability goals for a small business should be sufficient to sustain stakeholders such as owners or shareholders and to enable the business to save money for expansion or capital reserves. However, Burger Bentara heavily focuses on ensuring that they can break even and obtain profits as they do not have any shareholders since it is only owned by

Mr Kamarulzaman and his wife. Instead, they need to focus on guaranteeing that their costs can be covered such as being able to pay rent on time and having enough funds to buy their quality ingredients. Since Burger Bentara is the best choice for western food in our cafe, the major financial achievements from the first day until today, the business has once accomplished a daily sales of around RM500 which was due to them selling out their products.

### 3.0 Company Analysis

#### Business Model Canvas

The business model canvas is a tool and model that aims to help the business work more efficiently in order to gain the most profit achievable. The business model canvas also helps break down parts of the business so that business owners understand their business better and are able to constantly and continuously improve the business. The breakdown of business also gives a more detailed picture of the business which helps the business owner to navigate more efficiently.

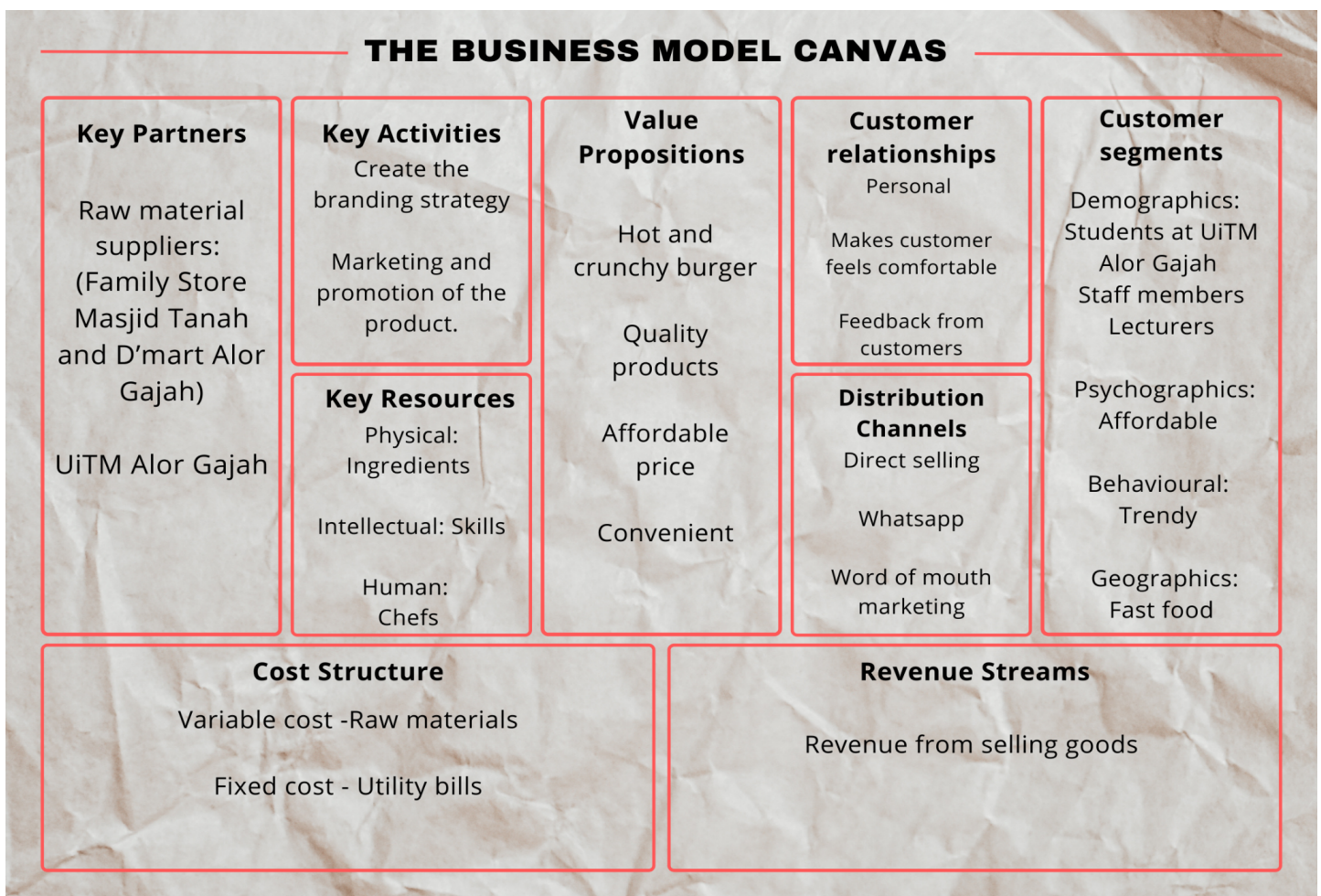


Table 3.1: Burger Bentara business model canvas.

## **Customer Segments**

A classification of customers which have been divided according to their categories. This classification of customers helps the business to serve their customers depending on their category in order to achieve maximum satisfaction. With a steady customer inflow, the business can continue to grow and expand in accordance with their customers and achieve profits.

### Demographic

Students at UiTM Alor Gajah, staff members and lecturers – Burger Bentara's main customer demographic is definitely the students at UiTM Alor Gajah as its business is located at one of the cafes which is Cafe Bentara. Its operating hours are also catered to students such as recently during the month of Ramadhan, Burger Bentara continued its business until 2 in the morning in order for students to buy their food as sahur. During normal operating hours, staff members and lecturers are also their customers as it is easily accessible and their food can be ordered through Whatsapp. This results in a fast and easy way for their customers to purchase food which increases their sales. Burger Bentara also provides service while being friendly to students as a way to gain their affection and loyalty. Many students refer to the owner as "Ayah " and many can strike a conversation with him while waiting for their food.

### Psychographics

Affordable – Burger Bentara is very conscious about the quality of their food. This is because they are catering to university students and want to give the best quality food without burning a hole in students pockets. Therefore, Burger Bentara has set prices that are affordable for students while ensuring that their food is made with quality ingredients. They are also offering food that is the same value with the ingredients used so that students will continue to purchase their

food because they know that the business and its product has the same value of money. This reason is what helps Burger Bentara continue to grow and gain customers as students are satisfied and are willing to pay for the food offered.

### Behavioral

Trendy – Burger Bentara’s food has a variety of choices that are made up of your classic “tepi jalan” burgers such as chicken burgers as well as trendy burgers which are their famous burger crispy. This variety of choices enable customers to alter between their food orders which they will not be bored of. Burger Bentara enables customers to order regular burgers and other foods making it a classic choice as everyone is familiar with those types of burgers. They also sell their crispy burger in which it is a trendy and different type of burger. They also sell burgers according to different variations such as “special” burgers in which customers can add other ingredients. Having trendy choices is a sign that Burger Bentara is up to date with food trends in order to satisfy their customers.

### Geographics

Fast food – The main products of Burger Bentara are their burgers which are known as fast food that can be easily bought by students. Their ability to serve hot and fast food is important as their customers can be satisfied. The idea of fast food is especially appealing to their customers which are students because if they are living inside the campus dorms, they are forbidden to cook their food therefore with fast and hot burgers served by Burger Bentara, this is a great choice for this specific classification of customer. They are able to eat the burgers on the go as well and can be taken away even when their customers are rushing.

## **Value Proposition**

The value proposition is a segment that is persuasive about the product proposal and why buyers need to purchase the company's products. This also conveys value that is offered to clients in appealing ways in order to persuade them to choose the company's products that fulfill their needs. This value is also proposed to the business, products, and services in order to reassure clients that they are making the best selection among competitors or rivals.

### Hot and crunchy burger

Burger Bentara's main attraction on their menu is definitely their burger crispy which is a crispy chicken chop burger that is crispy with vegetables. This menu is a favorite among students as the chicken chop patty is crunchy and is served hot as it is made fresh from the grill. This option on their menu is a perfect combination of a delicious meal and a meal that is served hot for customers.

### Quality products

To ensure that their burgers are made of good quality, Burger Bentara sources its ingredients from nearby stores to ensure that the quality can be controlled and monitored by them. This gives them the upper hand in selecting good quality ingredients in order to create and make quality burgers.

### Affordable price

Burger Bentara is aware that their main customer segment are the students of UiTM Alor Gajah and therefore have reasonably priced their burgers. Their menu has a variety of choices with prices ranging from as low as RM2 to RM40. This

allows their customers to buy according to their budget as well as let them afford their food.

### Convenient

Ordering food from food stalls is an easy and convenient way for someone to satisfy their hunger. Customers simply choose their desired food, place an order, wait for a while and their food gets delivered. The food can be immediately eaten. Burger Bentara's menu consists of food that is easy for takeaway purposes and therefore is convenient. They also offer ordering services through an online platform which is Whatsapp which further helps their customers convenience.

### **Distribution Channels**

Normally the goods or services go through a distribution channel. A distribution channel is a network product delivery process to the customers. It can be direct, or it can involve several intermediaries.

### Direct selling

Direct selling is a mode of doing business where the seller sells its products directly to the customer. There isn't any other party (third party) involved in the transaction. The sales generally take place at customers' doorstep such as their homes, offices, cafes, shopping malls, online, etc. As for Burger Bentara, it offers direct selling for the customers. The customers need to go to the burger stall in order to buy the burgers which are at Bentara Cafe.

### Whatsapp

The first step towards selling the products via WhatsApp is to sell your stuff to the



people you know and who are already in your contact list. This method would help you in getting better at making a sales pitch, doing negotiations, etc. Burger Bentara also has a WhatsApp group full of external customers, students and lecturers. All information and updates about the food will be updated at the group such as new food, shop, etc. Furthermore, Burger Bentara also makes a sale through the Whatsapp group which means the customer just types what the food they want and makes payments through online banking. It makes the customer easier to buy the food and it can make Burger Bentara gain more profit.

### Word of mouth marketing

Word-of-mouth marketing (WOM marketing) is when a consumer's interest in a company's product or service is reflected in their daily dialogues. It makes free advertising for a Burger Bentara when one customer likes the food and tells others. This free advertising is triggered by customer experiences and usually, something that goes beyond what they expected.

### **Customer Relationship**

After sales approach for customers to gain trust and bond relationships to improve the customer's experience. It is applied to potential, current and new customers of the business maintaining the customer state of happiness by coordinating knowledge on customers and opportunities so that the company could always build stronger interactions and expand the business more rapidly .

### Personal

Customers can directly contact Burger Bentara to order their food through Whatsapp or by face to face orders at Cafe Bentara. Each order is then processed and this helps build a more personal connection between the customers and the business. Many customers also feel comfortable to order

again or to make custom orders as everything happens in real time and in real life. This helps with a more seamless communication.

#### Make customers feel comfortable

As said before, customers can affectionately call the business owner as “Ayah”. This builds a comforting presence from the business owner towards students as many of them are away from home for long periods of time. Customers become more comfortable, are more familiar with the business owner and build a family-like relationship. This will help the business owner to interact more comfortably with their customers.

#### Feedback from customers

Regular customers at Burger Bentara will often give feedback naturally due to the personal and comfortable relationship with the business owner. The business owner also actively engages in small talk and conversation in order to build connections with the customers. Once there is a connection, the business owner can ask for feedback and comments on the food served and work towards improvement in order to further build their business.

#### **Revenue Streams**

A stream of sales is a source of profits or revenues for a business. Revenue streams is also known as the main idea of cash, before profit was gain of revenue deducted by cost. The income the business receives is extracted from the divisions of the consumer in the customer segment. In other words, a revenue stream is a source of revenue or income gained by a company for their business.

### Revenue from selling goods

Burger Bentara earns its profit by mainly getting revenue from selling their goods which is their food. Their profits are cash profits after deducting other costs.

### **Key Resources**

Key resources cover the most part necessary for the production and delivery of the products. The company's key resources can be divided into several dimensions including physical, intellectual, human and finance.

#### Physical

Ingredients – For Burger Bentara, they want to ensure that their business is made of quality goods. In order to achieve this, they source their ingredients from local and nearby suppliers whereby they can maintain and monitor the quality of each ingredient used. They believe that even a single change in an ingredient could change the way their food tastes which may change customer's satisfaction.

#### Intellectual

Skill – For Burger Bentara, the chef must possess skills to cook their food. In the special case of their Burger Crispy, the skill used is the skill to fry the burgers to the exact timing in order to get the right amount of crispiness without overfrying it. This also applies to their food products such as burgers and "roti john" where it needs to be prepared properly to ensure that it is tasty.

#### Human

Chef - Burger Bentara's chefs are also the ones who prepare their food. Their chefs are coincidentally their owners which makes it easier for them to maintain quality control of their products.

## **Key Activities**

Operations performed by the business in purpose to obtain profit. Some of the business activities are operations, marketing, production, and problem-solving. Key activities can be different amongst businesses depending on the organization itself.

### Marketing

In order to reach the targeted customer, the need of marketing is the first step to the key activities because marketing functions start from identifying the customer's need and end with satisfying the customer's needs. Marketing also functions as to gather the market information and analyze the information as well as to assist the product designing and developing them.

### Receiving orders and payments

Burger Bentara will keep track of the orders and any inquiries about the burgers via Whatsapp direct messaging and orders at the shop. They will assist customers in forming bonds in order to gain their trust. This creates a sense of familiarity and allows Burger Bentara to fully know and understand the particular customer's needs. This platform is also used by Burger Bentara to collect customers payments as well as personal information such as name, phone number, and address.

### Delivery

When the product is finished and the customers are satisfied with the items made, Burger Bentara will attempt to make deliveries by cash on deliveries to residential college of university students.

### After sales

Customers' feedback will be reposted on Burger Bentara's Whatsapp group and status and kept in the highlight for new potential customers to see.

### **Key Partnerships**

Key partners are the relationship that a business will deal with in order to achieve the business sales target. To ensure the business's long-term viability, the business has collaborated with an external group that will provide resources to the business operations. The important partners are split into two categories: suppliers and partners.

### Suppliers

In the case of Burger Bentara, the business does not have a fixed supplier for each ingredient. The business however tries their best to find ingredients of good quality with the cheapest price available in order to be more efficient and lessen their costs. This has resulted in them having 2 main suppliers where they buy their ingredients and other necessities from. These 2 main suppliers are:

a) Family Store Masjid Tanah

b) D'mart Alor Gajah.

### Partners

UiTM Alor Gajah – UiTM Alor Gajah is the main campus for Melaka and is one of the many branches of UiTM. In UiTM Alor Gajah, there are several cafes operating which consist of different types of food stalls that serve a variety of food. In the case of Burger Bentara, the partnership between the business and

UiTM Alor Gajah is on a contract basis where Burger Bentara is allowed to operate in one of the cafes here which is Cafe Bentara under certain terms and conditions. The university serves as a place for them to operate their business and they can gain a steady inflow of revenue and loyal customers in the university.

### **Cost Structure**

Cost structure defines all the costs and expenses the company will incur while operating the business.

#### Variable cost

Raw materials - Burger Bentara's variable cost involves the cost of the raw materials such as chicken, meat, bun, tomatoes, cheese, lettuce, onions and wrapping paper . It also included the price of the machines such as burger griddle, fryer, freezer and cooker.

#### Fixed cost

Utility Bills – The utility bills such as electrical bill and water bill are considered because of the usage of machinery such as lamps, water and gas

## **4.0 Findings and Discussion**

### **4.1 Major Problems and Solutions**

Based on the case study of Burger Bentara, although it is earning profits and is doing well, there are other areas in which the business can work towards improvement. The small burger stall run by Encik Kamarulzaman can continue to grow and become more efficient if they slowly reevaluate these suggestions made by this case study. After careful examination and discussions, these are the problems that are faced by the business and its solutions.

#### **1. Lack of manpower**

The business only has 2 workers currently and both workers are the business' chefs, owners as well as other jobs. In other words only Encik Kamarulzaman and his wife are the sole workers of their business. This greatly reduces costs such as wages and training costs as well as allow them to monitor their overall quality much easier. However, this also decreases the efficiency of the business as it is a fast food business where its main attraction besides its special menu is the fact that they can serve food hot and in a short amount of time. Therefore, they should weigh the pros and cons of only having themselves as employees in the business. The workload faced by them is also a lot and they must also take in consideration of other reasons such as personal relationships between them, their age and health levels as well as the efficiency of them being workers for their own business.

#### **• Solution 1**

The most direct and easy solution is to hire another worker to help out. The business owners can set certain regulations when employing this new worker such as deciding on a certain age so that the new worker would be able to take on the work without having to worry about their physical strength. Another regulation or criteria that can be set is

that the new worker has previous experience working in the food and beverage industry or specifically has worked in a fast food chain. This would greatly help the business as the new worker has prior experience and would be able to work more efficiently for Burger Bentara. The business can discuss with the new worker on their wages so that it is appropriate with the work that is to be done by them.

- **Solution 2**

Another solution would be that Burger Bentara is to limit the amount of food sold for each menu. This would help the business owners in ensuring that they get enough rest for each and every day. This solution would also make the food look more exclusive as it is now limited. This may help bring in new excitement as customers would want to be the ones who are lucky enough to order food from them for the day. However, the business must keep in mind that by limiting orders, they can only expect a certain amount of daily profit.

## **2. No additional revenue stream**

Based on the business model canvas, Burger Bentara only has one revenue stream. They currently only depend on the sales of their foods in order to generate profit. To only depend on this revenue stream is not good and efficient as many complications may arise from this. This is because the income received is not steady and it may become the downfall of the business if not monitored closely. Having a sole revenue stream to depend on is not good. In order to have a more secure revenue stream, the business should look into other options to expand their revenue stream. The solutions are:

- **Solution 1**

The main solution to this problem would be that Burger Bentara add another service to their business. They can resort to carrying out catering services for specific events and special occasions around campus. These occasions may include special catering services between lecturers and student clubs or even special events for students who



are their main customers. Burger Bentara can opt to set a minimum requirement for orders for the events but sell their products at a lower price than usual in which they can still gain profits. They can also earn revenue streams by setting deposits to be paid by customers before completing their orders just in case something goes wrong. They can also offer special food vouchers for students in order to attract them into buying their products. This is because most of the time customers with food vouchers tend to spend more than the amount they normally would for the same product.

### **3. Lack of partnership**

As stated previously in this case study, partnerships are relationships that will help benefit both the business and their partner. A business can choose to build partnerships with another entity as long as they feel that it may benefit them. In the case of Burger Bentara, there are only partnerships between the business and UiTM Alor Gajah as well as relationships with their suppliers. The business does not have any other partnerships which could help their business grow better and become more successful. Burger Bentara could look into starting a partnership with another business to enhance and increase their knowledge and expertise while growing together as a business as well as reach a bigger customer audience.

#### **• Solution 1**

Burger Bentara can also promote their business through media sharing platforms such as YouTube. YouTube and TikTok have the same functions for video content. However, TikTok is for short videos while YouTube is for a longer duration of videos. The owner could use both to attract customers. Both these platforms are ways for them to seek out partnerships with the public. For example, the owner can post the teaser or highlight for a YouTube video on TikTok so that those who watch the clip on TikTok will go to YouTube to watch the full video. However, by doing this the owner needs to spend some time on creating the content and editing the video. Other than that, Burger Bentara also can do a “Live” on TikTok to gain followers and fans at their TikTok page. To make it easier, they also can seek help from university students who are famous in

TikTok to do the “Live”. This is also considered a partnership between students and the business in order to attract more customers. It also makes Burger Bentara being known faster and can increase daily sales. This in return can build their reputation and continue to seek out people who want to collaborate and cooperate to create a new partnership between them.

## 4.2 Advantages and Disadvantages of Solutions

Below are the summary of our solutions and its advantages and disadvantages:

<b>SOLUTIONS</b>	<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>
Hire a worker	The owner can rely on the worker whenever he has something urgent to do.	The owner needs to pay a salary for the worker on time even if the business is not doing well.
Limit the number of orders	Makes their products look more limited and ensures that the owners get enough rest	Daily profits are limited
Add another service to their business	This becomes an additional revenue stream and may earn more profit	Costly and has risks
Use media sharing platform such as YouTube	Builds up their reputation in order to be able to form new partnerships. This will make other business' wanting to collaborate with Burger Bentara	The owner needs to spend extra time on their initial content.

Table 4.2.1: Advantages and disadvantages of the solutions.

## 5.0 Conclusion

Burger Bentara has only been operating since early December 2018 but it has grown so much from when it initially started. The business has been receiving so much love from the students in our UiTM by getting positive feedback from them. Problems and obstacles are part of the challenges in retaining the business and in adopting the concept of going concern. As we sketch out the Business Model Canvas for Burger Bentara, we were able to visualize the business model and detect weaknesses of the business. A good business model identifies the business's goals and plans for the future. It also identifies the products and services that the business should sell and its target market.

Burger Bentara can be further grown and established as stated and in the findings and discussions of the business such as if there were many helping hands instead of only having Mr Kamarulzaman and his wife to manage all the business strategies. This way, it will give Burger Bentara the unforeseen opportunities to grow the business and to create more innovation that will be beneficial to the users. In order to retain the quality of a product, a thorough process on operational activity should be adopted for the product to be able to meet the expectation of the customers. In this case, he will try to introduce a new menu and try to find a new supplier who sells goods at economical prices at the same time the quality will remain the same.

At the end of the study, we can conclude that every business, no matter the way they started up, has a chance at becoming successful for as long as the owner has a sense of interest in doing it. Burger Bentara being managed by Mr Kamarulzaman is proof that when he started his business out of his love to see the customer enjoy eating their food and treats the students who come to his stall like his own children inspire him even more. Mr Kamarulzaman and his wife also hoped that Burger Bentara would be able to operate for a long time and for her business to grow tremendously over the years.

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## 7.0 Appendices

	Images
Company's Logo  <i>Figure 1</i>	
Organizational Structure  <i>Figure 2</i>	
Burger Ayam Crispy  <i>Figure 3.0</i>	
Roti John Ayam Crispy  <i>Figure 3.1</i>	

<p>Roti John Ayam / Daging</p> <p><b>Figure 3.2</b></p>	 A photograph showing four Roti John sandwiches arranged in a row on a white plate. Each sandwich is made with a golden-brown, sesame-seeded bun, filled with a fried egg, sliced chicken or beef, green onions, and a dark sauce.
<p>Burger Ayam / Daging</p> <p><b>Figure 3.3</b></p>	 A photograph of a chicken burger on a white plate. The burger consists of a round chicken patty, a slice of melted cheese, a fried egg, and other fillings on a soft, golden-brown bun.
<p>Burger Kahwin</p> <p><b>Figure 3.4</b></p>	 A photograph of a tall Burger Kahwin against a black background. The burger is stacked with multiple layers, including a fried chicken patty, a beef patty, lettuce, tomato, onion, and a soft bun. A blue light source is visible in the background.

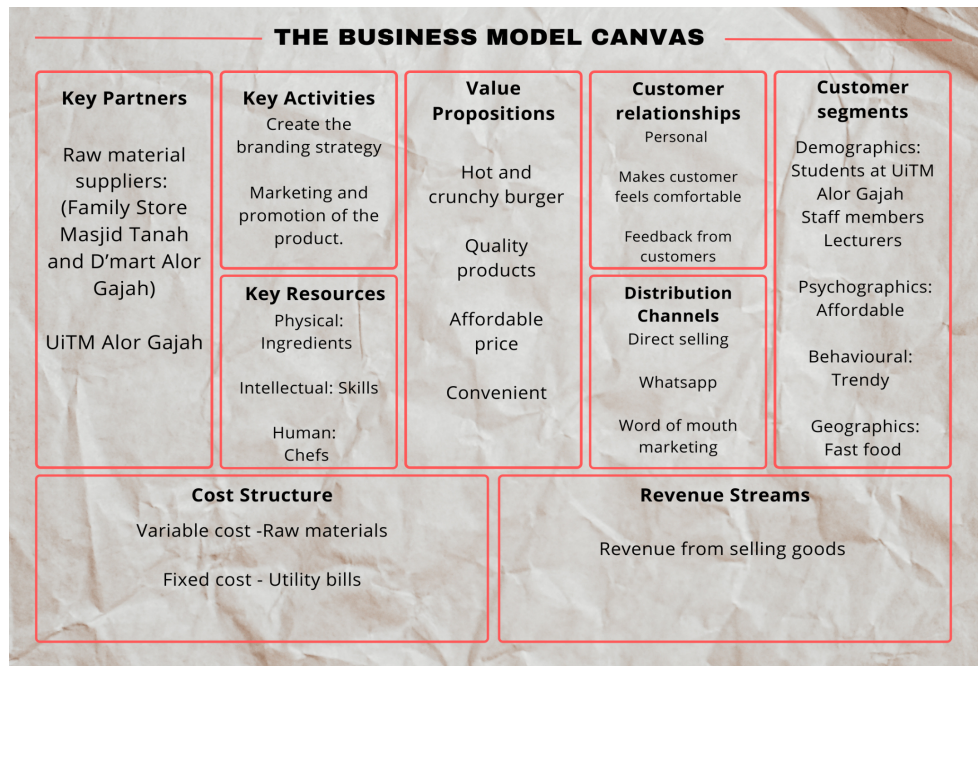
**Table 2.3.1**

Illustration	Product Name	Description
Refer to Figure 3.0	Burger Ayam Crispy	A burger served with crispy chicken chop meat on the outside and soft on the inside and flavored with chili sauce, mayonnaise, black pepper sauce and cheese sauce.
Refer to Figure 3.1	Roti John Ayam Crispy	8-inch-long bread filled with chopped chicken chop meat and accompanied by egg, various spices and cucumber.
Refer to Figure 3.2	Roti John Ayam / Daging	6-inch-long bread filled with chopped chicken patty or beef patty and accompanied by egg, various spices and cucumber.
Refer to Figure 3.3	Burger Ayam / Daging	A burger served with a chicken patty or beef patty that is flavored with chili sauce, mayonnaise, and black pepper sauce. Also can customize such as double beef or chicken, add on egg and cheese according to customer's taste.
Refer to Figure 3.4	Burger Kahwin	A burger served with a mix chicken and beef patty that is flavored with chili sauce, mayonnaise, and black pepper sauce.

Table 2.3.1 : Product Descriptions



**Table 3.1**



**Table 4.2.1**

**4.2 Advantages and Disadvantages of Solutions**

Below are the summary of our solutions and its advantages and disadvantages:

SOLUTIONS	ADVANTAGES	DISADVANTAGES
Hire a worker	The owner can rely on the worker whenever he has something urgent to do.	The owner needs to pay a salary for the worker on time even if the business is not doing well.
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Add another service to their business	This becomes an additional revenue stream and may earn more profit	Costly and has risks
Use media sharing platform such as YouTube	Builds up their reputation in order to be able to form new partnerships. This will make other business' wanting to collaborate with Burger Bentara	The owner needs to spend extra time on their initial content.

Interview  
Session



