



CASE STUDY: COMPANY ANALYSIS
6ONE9 CORNER
PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

To provide students greater exposure towards entrepreneurship, a case study on small businesses is conducted for assignment reasons. In order to complete this assignment, we must interview any small to medium-sized business owner to learn about their challenges and to come up with relevant, helpful, and viable ideas to help entrepreneurs to improve their business performance in the future. Students are exposed to how an entrepreneur runs their business and how marketing and financial activities are engaged in this assignment.

6one9 corner, a food and beverage company, operated by Puan Noranem binti Abd Hadi, was chosen by our group for our case study. This is to understand the problem that is faced by the business and determine the solution so that the company can keep improving. 6one9 Corner, located in Taman Tuanku Jaafar, is a popular breakfast spot for the locals. At 6one9 corner, they specialise on serving delectable Negeri Sembilan food as well as daily breakfasts to the residents of Taman Tuanku Jaafar. According to their menu prices, they provide food at a reasonable price. They sell frozen products in addition to meals and also offer food delivery service.

We compiled the data into a business model canvas, which includes customer segments, value propositions, distribution channels, customer relationships, revenue streams, key activities, key resources, key partners, and cost structure. We also learn about 6one9 Corner flaws throughout the interview. Every business nowadays will encounter several obstacles and issues. 6one9 corner faced a number of challenges in order to keep their present customers. There are several rivals, for example, who provide the same meals and street sellers. Aside from that, they had difficulty with supply pricing. In order to compete with other businesses, 6one9 corner must strengthen their business strategy. As a result, we provided some recommendations in the report for each of the issues in the hopes of assisting 6one9 Corner in strengthening their performance.

1.0 INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Entrepreneurship principles were introduced to the Bachelor of Accountancy (Hons) students (ENT530). This course provided an overview of entrepreneurship from the standpoint of the individual entrepreneur. It demonstrates an entrepreneur's attitude and decision-making process as he or she pursues new company prospects and manages business issues. Most importantly, this course taught students about the creative and challenging world of entrepreneurship. To some extent, it has shown students that entrepreneurship is just not easy, regardless of level of development. Each level contains specific ways to address.

As a result, we have been assigned to perform a case study on small/micro businesses in order to assess the real-world issue of how a business should address existing challenges and what follow-up measures should be taken. Even so, this case study employs both analytical techniques and a specific research approach to investigate the issue. We should analyse, apply, reason, and form case study conclusions based on the information we have obtained in the subject.

We chose a sole proprietorship business called 6one9 Corner for this research. 6one9 Corner is a food stall that consistently provides high-quality breakfast, lunch, and afternoon tea. We chose this company because we were amused by the story about how this 6one9 corner was able to thrive and establish itself as a local breakfast destination. Furthermore, Mrs. Noranem has been in the industry since 2017. As a result, we decided to conduct research and interview Mrs. Noranem directly to learn more about the business and the obstacles she overcame to achieve today's success. We will do everything possible to propose and suggest the best solution to any obstacles they may encounter in order to help them further increase the quality of their business.