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**CASE STUDY**

**TROOTS CAFÉ**

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## EXECUTIVE SUMMARY

The Troots Café was chosen for the case study because it is the first bingsu café in Sarawak . The café also have friendly atmosphere that make people feel comfortable to hang out and chill . Other than that , the uniqueness of the dessert attract people to try the menu of the café . The Troots café is a family business run by Miss Comi Mayo from Thailand who now lives in Kuching , Sarawak . She starts her bingsu business which is a type of dessert from Korea and quite famous in Thailand . Miss Comi then buy a bingsu machine and experiment the recipes by herself in her house . After several months , she decided to open a unique cafe and different from other café . There are various type of menu that provided by the café such as bingsu , ice cream , waffles and etc . She also open a factory which make earlier products to be supply at the café . The café is located at Trinity hub Jalan Datuk Tawi Sli in Kuching , Sarawak which is nearer to neighbourhood area . Miss Comi aim all ages and all religion type of customers to visit her café . Within a year, she gain more profits from the merchandise . She aspire to franchise her café since she gets high demand of her products from not only in Malaysia but in Brunei as well .

Behind all the achievement she made , there are several problems that every business people will face . The main problem that Miss Comi face is the ~~human~~ behavior . The customers always complain about the price of the menu before trying the desserts . Apart from that , the area of the café also having a electricity problem which is blackout always occur . This problem will make the customers feeling uncomfortable to enjoy their meal . The problems can be overcome by train the cafe employees to be more mentally strong to handle ~~rude~~ customers . Miss Comi can test her employees mentally before allow them to work at the café . The electricity also can be save by consuming 4-star energy saving and also aware of the electricity bills .

## INTRODUCTION

In this twenty-first-century, most of youths are into superior presentation of food and various type of desserts. As a result, an entrepreneur decided to own a spacious cafe with greater modern interior design. Therefore, Troots Cafe in Kuching, Sarawak, Malaysia is an example of a cafe with modern desserts. This cafe has been operating since 2017 by a Thai chef who used to work in a 5-star hotel. Modern desserts such as Korean desserts, other beverages and waffles have been advertised in the menu to attract the customers. The pricing is quite worth it because most of the ingredients are imported.

Cafes and restaurants are most likely to have plenty of customers and making them successful in running a business. To begin with, the purpose of having Troots Cafe as a case study is to give reviews on how to be a successful entrepreneur and to assign students by gaining understanding, skills and inspirations. By doing a research on Troots Cafe, students can learn about starting a business, apply the knowledge in entrepreneurship and both to foster the quality of a great leadership.

Unfortunately, it has been assumed that some businesses will facing problems and hardships to make the business going well. The main problem to start a cafe business is the ~~strategie~~ place. A chosen place usually has less parking lots and an ~~expensive rental shoplot~~. Other than that, problems such as loss of profit, ~~stubborn workers~~ and ~~bad reputation~~ always happen during running a business. It can cause ~~the shop~~ to close down for a while.

To sum up, Troots have been recognized by most people, either from social medias or tittle-tattle. Despite the problems that they face while running a business, they manage to handle everything to make the business going well. In addition, the cafe is rarely found in any places because it is somehow import from another country such as Korea and Thailand and they managed to bring the cultures to trade in Malaysia. Hence, here is why Troots Cafe has been chosen as a case study for further examination of research problem.

## COMPANY INFORMATION

### Background

Troots cafe is a family business which started when the owner, Miss Comi Mayo first came to Kuching, Sarawak from Thailand. Back then in Thailand, she works as a chef in one of the biggest five-star hotel in Thailand and came to Kuching, Sarawak with her boyfriend to open the first bingsu café in the town. She named the café "Troots café" which stands for tree and roots. Miss Comi Mayo explained the meaning of trees and roots to her which is that no matter where we come from, we should never forget our roots and even if we are not rich, we still have to work together because "Family comes first".

Bingsu is a popular korean shaved ice desserts with sweet toppings such as Mangoes, Strawberries and condensed milk. She decided to open up this café because she wanted to make something unique and different from other typical café in Kuching. Miss Comi Mayo started to created her own menu and recipes of bingsu at her own house using the only bingsu machine she purchase from Thailand. She started from a very small to finally owns a factory after a year. She finally managed to register her café on January 2017 and officially open on November 2017.

At her early days of opening the café, she does not have much customers and she was the only one who knows how to make bingsu. She wanted to hire a worker to help her out in the café but there was no one interested to work with her. The café is also located at Saradise, Kuching which was construction site at that time. She relocated her café to a very strategic place which around neighbourhood and works with her boyfriend with limited sources. They tried everything to make the café remain sustain.

After a year, The café finally become successful with the help of social medias such Instagram, Facebook and Google. Miss Comi received atleast 40-50 customers per day. The café becomes one of the most popular not in Kuching but in other city as well such as Miri and country such as Brunei . This prove when Miss Comi receive high demand on franchise her café around Sarawak .