



**CASE STUDY: COMPANY ANALYSIS
PLANTING BURGER**

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EXECUTIVE SUMMARY

The purpose of this study is to have a better understanding about the company's goods, business path and services. This also would create an opportunity to learn more about the business flow of the company and how they handle their day-to-day operations. Based on what we have seen on their social media, we are interested in a business called 'Plantinggg Burger'.

Here are some of the background of the company. They first started their business back in 2015 near a bus stop at Giant for only about 4 to 6 months. Now, they have moved to a strategic location which is surrounded by residential areas and a hypermarket. This business is a sole proprietorship owned by Encik Muhd Faiz Bin Yusof, aged 35. The problem that was found about this company is that the owner seemed to not have any plans to expand the business for example he did not have the intentions to open new branches in the near future.

Next, we will be discussing the Business Model Canva (BMC). The table of BMC consists of 9 items which are key partners, key activities, key resources, value propositions, customer relationships, customer segments, channels, cost structure and revenue streams. Furthermore, below the table there will be more explanations about the 9 items in detail.

Findings refer to the problems related to the product while discussion is the solution to the findings. Here is what will be discussed. Firstly, food. They used too much sauces that made the bun too soggy. Secondly, service. Plantinggg Burger provides self-service which is inconvenient during peak hours. Thirdly, place. The store is located near a busy road which makes it a little difficult to stop by and the parking is limited. Fourthly, the environment. The store is open next to a road. If any accidents happen, this can affect customers who are enjoying their meal in the store. Hence, here is the discussion of the findings. They are, reworking the recipes, upgrading packaging, adding workers for the kitchen section and adding more space for the dining area.

Lastly, we will discuss the recommendation. As for the recommendation, we have come up with our own product which is a burger and we have chosen the name 'The Burger Lab'. Something unique about our product is that customers can customize the burgers according to their preferences. It is quite hard to find a place that serves burgers just the way we want so we decided to come out with a customized burger.

1. INTRODUCTION

1.1 Background of the Study

The subject of Principles of Entrepreneurship or more easily known as ENT530, is a subject that teaches students about the basics and important things in the business world. This subject helps and exposes the right way to do business and succeed in business to students and students need to conduct a case study involving a Small and Medium-sized Enterprise (SME) business. In this case study, students need to find and choose a Small and Medium-sized Enterprise (SME) business in the food field. Students also need to interview and search the internet related to the business to get information about the business that they will choose.

Next, students need to analyze the business they have chosen by using the Business Model Canvas (BMC) which is a tool that can help students to identify the issues and problems in the business in more detail. After that, the student needs to create a solution for the problem found in the business and create a business that does not have the same problems and issues and use all those solutions in the business. In this case study, me and group members decided to choose a small business that sells a variety of burgers, namely Plantinggg Burger, located in the center of Kangar, Perlis.

In addition, by using the theory and techniques learned in this study, it also gives awareness to consumers about supporting local businesses and at the same time it helps to further improve the quality of local product brands so that they can meet the demands of customers in Malaysia and in the world.

1.2 Purpose of the Study

The objective of the case study is to gain a better understanding of the company's products, business trajectory, and services. It also provides an opportunity to learn about the company's operational processes and how they manage their day-to-day activities. Based on the content observed on their social media platforms, this particular store is growing and offers highly appealing products, which has sparked our interest in getting to know more about it. We are specifically interested in studying Plantinggg Burger to explore how their business planning, marketing strategies, and organizational structure, based on the Business Model Canvas (BMC), operate. By analyzing the information available, we, as students, can identify the company's needs and generate ideas to help them expand their business. The use of BMC allows us to gain a comprehensive understanding of their business model. Additionally, as students, we can learn how to apply the BMC to real-life business scenarios, enabling us to apply this knowledge in future contexts. This experience may inspire us to think more creatively and contribute to maintaining the entrepreneurial spirit within their tech company. Consequently, students may even come up with innovative solutions to address the corporation's challenges. The research technique used was a descriptive-survey, and an interview was done to gather information for the study's objectives and to gather data.

2. COMPANY INFORMATION

2.1 Background

Plantinggg Burger was founded in the year 2015. The very idea of opening a burger store came after Encik Faiz finished his studies at Kangar Vocational College. He decided to open a business to sell burgers with homemade patties. Although he has zero knowledge in doing a business and making burgers, especially in making homemade patties, due to his passion and interest, he takes the initiative to learn from his knowledgeable friends and YouTube to start up a business. The first burger store was located near the bus stop at Giant around four to six months. Five years later, they moved to a better and more strategic location which is opposite a petrol station. It is also surrounded by residential areas, a hypermarket, and nearby other stores. For example, convenience stores, Giant, and restaurants. This business is a sole proprietorship and wholly owned by Encik Muhd Faiz Bin Yusof, 35. It has been established for 8 years from 2015 until today.

Plantinggg Burger is a burger store that sells a lot of unique varieties of homemade patties burgers. The owner said that there were more than 30 types of burgers to choose from ranging from typical classic beef burgers to King Kong Burger. Their top five tiers best-selling burgers are Godzilla Burger, King Kong Burger, Zinger Mac, and Cheese as well as Oblong Daging Special Mac and Cheese. On top of that, this store also offers a variety of sides to complement the burger including fries, mac and cheese, and jumbo sausages. Planting Burger operated daily from 3. 30p.m until 12.30 p.m. The address is R1, Jalan Raja Syed Alwi, Kampung Bukit Lagi, 01000 Kangar, Perlis. They are also available in food delivery services like Grab, and Foodpanda, and offer their delivery service. For more information about the burger store, you can find it on Google, Facebook account, and Tiktok account, Plantinggg Burger.

2.2 Organization Structure

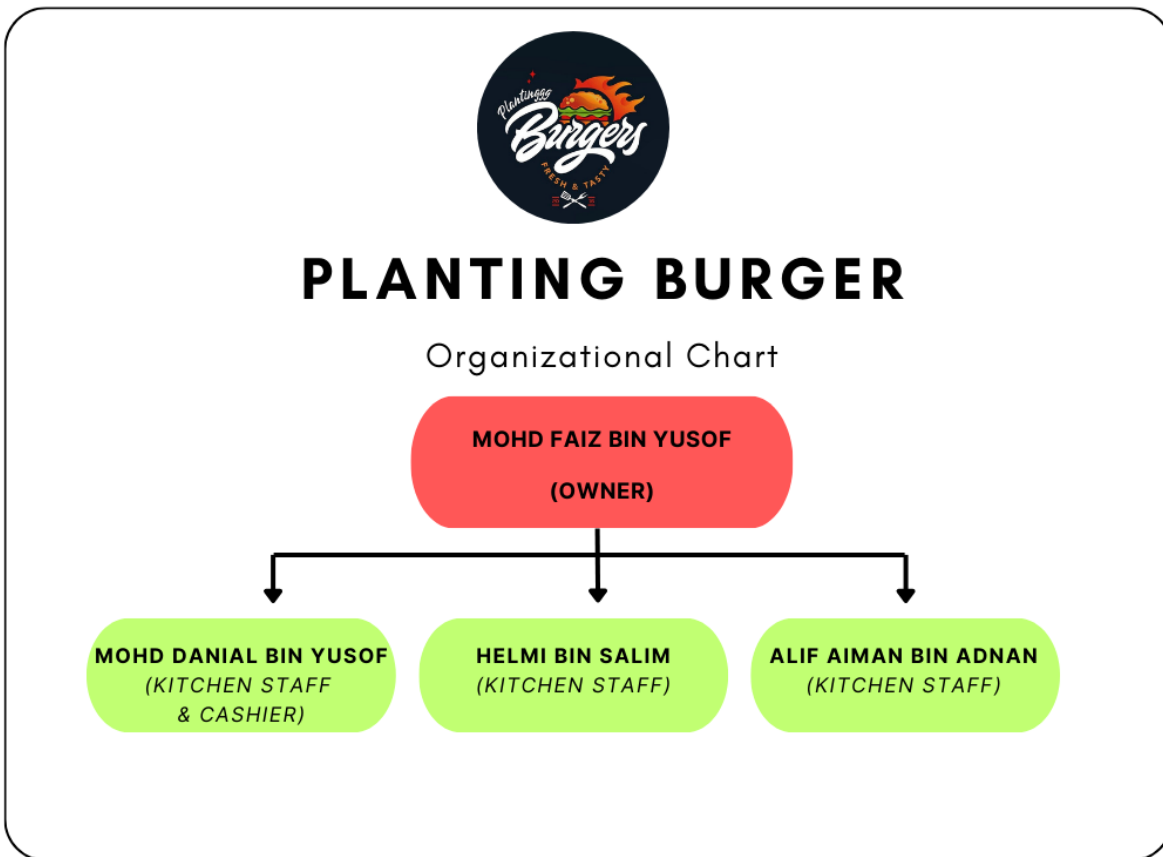


Table 1: Organizational Structure of Plantinggg Burger

Due to its origin as a sole proprietorship and its current small scale, the company did not bring in any additional managerial staff. The owners themselves handle all aspects of the business, including operations, marketing, and financial matters.

2.3 Product or Services

Plantinggg Burger is a small roadside stall that provides fast food services. It is getting more and more known by people from inside Perlis to outside Perlis. Plantinggg Burger is a business that provides a variety of burger menus. Among them are the burger set with fries, zinger chicken burger, oblong, burger with mac and cheese and more. There are five hot selling menus that customers often buy when they first come to the Plantinggg Burger store.

i. Godzilla burger.

Ø The name of this burger is called the Godzilla burger because of its large size and the quantity of ingredients placed in the burger are a lot. .

Ø The Godzilla burger contains two pieces of zinger chicken, one fried egg, one oblong meat patty, one stick of jumbo sausage, one handful of fries, one scoop of mac and cheese and vegetables such as tomatoes, lettuce and onions.

Ø This burger can be eaten by 1-2 people depending on the person.

Ø The price is RM23.99.

ii. King Kong Burger.

Ø King Kong Burger is also a large sized burger.

Ø The difference between the Godzilla burger and the King Kong burger is the ingredients in the burger.

Ø The ingredients in the King Kong burger are bun, two pieces of meat patty, one fried egg, one piece of oblong meat patty, one piece of crispy zinger, a handful of fries, one scoop of mac and cheese and vegetable.

Ø This burger portion can be eaten for 1-2 people depending on the person.

Ø The price is RM22.99.

iii. Double Beef Zinger Mac and Cheese Burger.

Ø Double beef zinger mac and cheese burger contains bun, two pieces of meat patty, one piece of crispy zinger, one handful of fries, one scoop of mac and cheese and vegetables.

Ø It is suitable for 1-2 people for one portion.

Ø The price is RM16.99.

iv. Zinger Mac and Cheese

Ø The bestselling menu that gets a high demand from customers.

Ø The ingredients in Zinger Mac and Cheese are bun, one piece zinger crispy chicken, one handful of fries, one scope mac and cheese and vegetables.

Ø This menu is suitable for one person.

Ø The price is RM9.99.

v. Oblong Daging Special Mac and Cheese.

Ø This menu has a lot of ingredients like oblong bun, one-piece oblong beef patty, a fried egg, one scope mac and cheese, sausages and vegetables.

Ø The price is RM10.99.

2.4 Business, Marketing and Operational Strategy

2.4.1 Business Strategy

A business strategy is a plan of action intended to help a company achieve specific goals or objectives. It is a strategy outlining how a company will achieve its mission and vision by providing value to its customers and gaining a competitive advantage in its industry. Plantinggg Burger has created an effective strategy to be successful in the Perlis food and beverage industry. To stand out in a crowded market, they have a unique concept that sets them apart from competitors. Based on their cuisine, they served a rare combination of burger and macaroni with a large portion and allowed customers to customize what they ordered based on their taste buds. Despite the fact that their store is small, they maintain their quality by using their own recipe to produce delicious burger meat with their own special criteria and attract a large audience to try it. According to Mr Faiz, the owner of Plantinggg Burger, he and his staff will try to brainstorm together to find new ideas to create a new menu every week, they will try and error, do a little research on the Internet to find inspiration until they are satisfied with the latest release. They also set menu prices that are within the target audience's budget while also providing a reasonable profit margin, taking into account the cost of ingredients, labor, overhead, and profit margins. This is because their targets are mostly students, workers in the Perlis industry, the b40 group, food hunters and kids. Because the staff will be the face of the restaurant, it is critical that they hire the right people and provide comprehensive training to ensure that they provide excellent service. Plantinggg Burger also always ensures that their food, service, and ambiance are of the highest possible quality by keeping track of the business's performance, including customer feedback, sales, and expenses. To make the business more sustainable, this store also has a variety of payment methods other than cash through qr code payment. In addition to gaining more customers, Plantinggg Burger also applies online purchase through the Food Panda and GrabFood applications. They purchase raw materials for the ingredients and other essentials from reliable suppliers to make sure the business functions properly. Additionally, they develop relationships with them in order to guarantee delivery on time and negotiate for fair prices.

2.4.2 Marketing Strategy

Plantinggg Burger takes great care to ensure that the food's quality, taste, and presentation meet customer expectations and serve in order to attract in and retain customers. With the goal to satisfy a variety of palates, the restaurant also aims to provide premium ingredients, unique flavors, and a large number of choices. The company not only offers to the consumers a small selection of burger types but offers to them a variety of burger types which help the company to boost the sales. They also applied cross-selling by providing sides like sausages and cheese fries. They also do not intend to release things similar to their competitors, but rather to release something unique to their brand, with its own style, signature, and distinctive characteristics.

The restaurant set reasonable prices for the quality of the food they serve while still making a profit. The price of a burger meal might depend on the size and toppings of the burger, as well as the sides and drinks that come with it. The price ranges between RM 7 to RM 20 only.

The store is strategically located by the side of the main road leading to the city. It is easily accessible and visible to customers. It also offers an open space to enjoy dine-in food and is ideal for those seeking a relaxed atmosphere with friends, especially the youths. To reach customers who prefer to dine at home, the restaurant also offers delivery or online ordering.

Plantinggg Burger then promotes its products through various social media channels in order to attract and retain customers. By doing excellent marketing, it can build a solid name and image of the store. Typically, the messaging highlights the restaurant's unique selling proposition, such as fresh ingredients, signature recipes, or eco-friendly practices. They also constantly share mouthwatering photos of their burgers, interact with customers, and run promotions. Every advertising video posted on their social media is all recorded and edited by themselves without hiring any outside parties. They sometimes cooperate with influencers which can help to reach a larger audience and build credibility with potential customers. Plantinggg Burger do consider collaborating with food bloggers or TikTok influencers to promote the burgers and reach their audiences.

In conclusion, an effective marketing strategy is necessary for Plantinggg Burger to succeed in a competitive field. It is essential for attracting in customers, increasing popularity of the brand, and boosting sales.

2.4.3 Operational Strategy

Operation strategy refers to a business's overall plan and strategy for managing its operations in an effective and efficient manner. In order to create an operational strategy that works for Plantinggg Burger, it is important to take into consideration several important aspects. For every stage of the process—including sourcing the food, preparing it, taking orders, cooking it, wrapping it up, and delivering it—they have developed streamlined processes. For instance, they will begin preparing the ingredients before the business hours of 1:30 to 3:00. They optimize these steps in order to minimize down on wait times, ensure consistency, and maintain high standards.

To ensure that production always runs smoothly and efficiently, the equipment used in the kitchen to fry or prepare burgers, all ingredients, fries and macaroni, are specially ordered and bought by Mr. Faiz himself at two equipment shops in this Perlis area. The price range for each equipment is around RM2000 to RM3000. According to him, the chicken cooker costs roughly RM2800 which helps speed up the cooking process compared to using only the type of cooker purchased on the Shopee platform. The company uses direct purchase to buy the raw material and the equipment so that can help the company to reduce the costs.

In order to accommodate the demand and customers that are increasing every day, due to the phenomenon of "viral" and "fyp" on social media such as Tiktok, the owner changed the concept from a burger store to renting a premise that is in a more strategic and larger place than before.

Furthermore, Mr Faiz, the owner of Plantinggg Burger, emphasizes and maintains a hygienic and clean environment throughout the establishment. He always ensures that his workers follow food safety rules, cleans the work area and equipment, and enforces strict hygiene practices among everyone in order to maintain health and satisfaction among customers. The importance of cleanliness cannot be overstated in the food and beverages industry.

2.5 Financial achievements

Plantinggg Burger is doing well financially, especially before the COVID-19 outbreak in early 2020. During that period, this company made roughly RM100,000 per month in sales. The consistent amount of sales demonstrates how well they are performing in this industry and their hard work in order to attain financial success. However, once the government imposed a Movement Control Order (MCO) due to the Covid 19 outbreak, the store's sales dropped by more than 60%. Due to that, Plantinggg Burger decided to stay active on social media platforms like TikTok, Facebook, and Instagram to get more engagement with potential customers and reach a bigger audience from various locations. By doing so, it helps the store's monthly sales target increase since the burger store is becoming more well-known and reaching the desired clientele. Recently, their monthly sales have increased from RM30,000 to RM50,000. This shows how crucial social media is in order to reach a wider potential audience and also achieve their sales target.

3. COMPANY ANALYSIS

3.1 Business Model Canva (BMC)










<p>Key Partners </p> <ul style="list-style-type: none"> -Supplier of raw materials -QR pay @ E-Wallet -GrabFood delivery 	<p>Key Activities </p> <ol style="list-style-type: none"> 1. Online marketing - promote on tiktok 2. Experimenting new recipes 3. Provide varied options 	<p>Value Propositions </p> <ul style="list-style-type: none"> -Big portion -Comfortable environment - Affordable price - Variety of burgers 	<p>Customer Relationships </p> <ol style="list-style-type: none"> 1. To get - promote on tiktok 2. To keep - always interact, maintain good and professional relationship with customer 3. To grow - suggest regular customer with new menu 	<p>Customer Segments </p> <p>Burger lovers</p>	
<p>Key Resources </p> <ol style="list-style-type: none"> 1. Financial 2. Human resource 3. Physical 4. Intellectual 		<p>Channels </p> <ol style="list-style-type: none"> 1. Marketing channel - social media : tiktok, instagram outlet 2. Distribution channel - outlet 			
<p>Cost Structure </p> <ul style="list-style-type: none"> - Fixed cost : salary, rental - Variable cost : raw material, overhead cost (utilities) 			<p>Revenue Streams </p> <p>Sales of the product</p>		

Table 2 Business Model Canva (BMC)

KEY PARTNERS

Supplier

Plantinggg Burger requires a lot of suppliers for their products. They made their own patties. The supplier for beef, chicken and mutton are from the nearest supermarket like 'Afifah' and 'S-Eleven'. While for the sauces are from 'Longson' and for the mineral waters, they are from 'Star Cool'.

E-Wallet : QR Pay (Maybank)

Besides cash, Plantinggg Burger offers a cashless payment method like using an e-wallet for example, customers can make payment using QR Pay. An e-wallet is a safe online platform or software for managing your money that enables you to send or transfer money, track rewards programs, and make on-site purchases with merchants. This is one of the cashless features that allow customers to make payments. It is safe, simple and easy. All we have to do is to scan the codes provided by Planting Burger which is named 'Plantinggg Enterprise', pay by confirm payments and details and we are done.

GrabFood delivery

GrabFood is one of the fastest food delivery service in Malaysia. Plantinggg Burger collaborated with GrabFood to deliver their products to their customers at anytime and anywhere. Customers can make their orders from Planting Burger through Grab's app and just wait at home for Grab's rider to deliver the products at their doorstep. Customers can also choose to pay with cash or using the e-wallet. This can save customers' time and energy.

KEY ACTIVITIES

Online marketing

Plantinggg Burger actively promotes their business activity in social media platforms like TikTok, Instagram and Facebook. They usually will post videos and pictures of their mouthwatering burgers. This definitely attracts many customers to buy their product and there are even customers from other states for example, there was this one customer from south Malaysia that was willing to come here to Perlis just to buy their burgers because of the videos they have seen on TikTok.

Experimenting new recipes

Customers will be more likely to picture your product as a foundation in their meals and be more enthusiastic about bringing you into their kitchen if you have distinctive recipes that highlight your product. Recently, Plantinggg Burger came out with a new recipe which is called 'Smash Burger'. This is to attract especially new customers and also regular customers to try the new ideas. For your information, the new recipe is from their own ideas.

Provide varied options

Plantinggg Burger offered variable options for customers from different age to choose. For starters they have 6 options, for main course they have 9 options and for the sides they have 4 options. In addition, they also provide varied burger toppings which is called '5 Insane Burger Toppings'. Instead of burgers, they also serve Oblong. They do not have the typical burger that is sold from the street but their burgers have its own uniqueness even with the name. For example, they have burgers named Godzilla Burger and King Kong Burger which definitely attract customers to give it a try. Recently, they added a new recipe which is called 'Smash Burger'.

KEY RESOURCES

Financial resources

The financial resource consists of cash which is money or its equivalent, bank deposits which refer to deposits made to banks, including those made to checking and money market accounts.

Human resources

Human resources refer to staff or workers. Currently, Plantinggg Burger has 4 workers including the owner. They all work full time. In addition, their salaries are paid weekly. The range of salary paid weekly is from the range between RM50 to RM80.

Physical resources

Physical resources are observable tools that a business utilizes to develop its value offer. These could include raw materials, transportations, vehicles, buildings, and storage facilities that make the firm run. As for Planting Burger, their physical resources are the stall to sell the product, machinery to make and cook the burgers and a car that is used to go and buy the raw materials.

Intellectual resources

Intellectual resources refer to the company's name, patents, copyrights, partnerships, and client databases. For those who work in the food industry like Planting Burger, this may involve recipes of the food they served. Or it might refer to a specific approach (that perhaps only you are aware of).

VALUE PROPOSITIONS

Affordable price

The price for the burgers from Plantinggg Burger is affordable based on the big portions they offer compared to other fast food restaurants like McDonalds and KFC. For example, for the starter which is their Zinger Burger the lowest price is only at RM5.99. Next for the main course, one of the menu items is Zinger Mac N Cheese which starts from RM9.99. Lastly for the sides, the prices offered are not more than RM10.

Variety of burgers

There are a lot of burger options to choose at Plantinggg Burger. For example, for their starters which is Zinger Burger, it has 6 different types of Zinger Burger which are Zinger, Zinger Combo, Zinger Double, Zinger Double Combo, Zinger Cheese and Zinger Double Cheese. In addition, for their main course, it has 9 options on the menu. They are, Zinger Mac N Cheese, Zinger Mac N Cheese Combo, Zinger Double Mac N Cheese and Zinger Double Mac N Cheese. Lastly for sides, they have Cheese, Fries, Sausage Jumbo and Cheesy Fries.

Comfortable environment

A restaurant's overall comfort level for customers is quite important. It's likely that if someone is uncomfortable while eating, they won't return. The truth is that a pleasant dining experience is just as likely to encourage repeat business as outstanding food. Plantinggg Burger is located right next to a busy road. However, the environment for customers to go buy and enjoy the burgers is comfortable. They have prepared chairs and table for customers to wait for the burgers to cook and for customers that want to dine in there

CUSTOMER RELATIONSHIPS

To get

The first thing that Plantinggg Burger needs to do to get audiences for their contents or customers to come and buy their products is by promoting their business on social media platforms. For example, they promote their business on social media platforms like Facebook, Instagram and Tiktok. They will post videos on the process of making the burgers ordered from customers which look really appetizing and they will post pictures of the burgers.

To keep

One of the ways to have a good customer relationship is to always interact respectfully with customers and maintain good and professional relationships with customers. Based on our visit to the Plantinggg Burger, the interaction we have with them is good. They communicate well and treat us nicely as customers.

To grow

They should suggest regular customers with a new menu. Regular customers would usually go for their usual order. Instead of letting them buy the regular ones, Plantinggg Burger should recommend new menus to them so that there will be communication or engagement between the workers and the customers. This strategy engages repeat clients and draws in new ones.

CUSTOMER SEGMENTS

Burger lovers

Customer segment defines the various populations or organizations that a company hopes to reach and serve. The customer segment for Plantinggg Burger is burger lovers. Even if there are people who are not really into burgers, they can also be included in the customer segment of Plantinggg Burger. Plantinggg Burger's customers consist of people from different ranges of ages. For example, teenagers, kids, adults and even elders. Based on their active engagement in social media in promoting their product, many customers came to Plantinggg Burger to buy the burgers.

CHANNELS

Marketing channel : Social media

Channels are the methods by which a business promotes its proposition to various customer segments. Plantinggg Burger has social media which is named @plantingggburger like TikTok, Instagram and Facebook to promote their products to their customers and to interact with them. They have been posting videos about their burgers to attract customers to come and try their burgers. They actively post videos of their product in their TikTok and their followers on TikTok are 177.7k which is a lot. This means, their promotion method is great since it can attract many customers to follow their social media to get updates.

Distribution channel : Outlet

Outlet is a store where the business activity is happening. Plantinggg Burger is located at Kangar, Perlis specifically at R1, Jalan Raja Syed Alwi, Kampung Bukit Lagi, 01000 Kangar, Perlis. Their stall is located next to a road so it is easy for customers to find the stall. It does not have much space, especially when there are a lot of people, however it is comfortable to dine there.

COST STRUCTURE

Fixed cost

Fixed cost refers to costs that are constant regardless of how many goods or services are produced. For example, salary and rental. As for the salary, it will be paid to the Plantinggg Burger's workers weekly and it is based on their sales. Usually the amount would be between RM50 to RM80. While for the rental, the stall that is used by Plantinggg Burger is rented and the rent is RM100 monthly.

Variable cost

Costs that vary according on how much of a good or service a company produces are known as variable costs. Examples of variable cost are like raw materials and utilities. As for utilities, their water bill is around RM25 while the electricity bill is around RM80 to RM100.

REVENUE STREAMS

Sales of the product

Plantinggg Burger earns its revenue by sales of their product which is burger. They sell various types of burgers as explained above and they fully generate the revenue by selling the burgers. They also offered beverages but it is only limited to mineral water only. This can be added as their revenue and it is one of their revenue streams.

4.0 FINDINGS AND DISCUSSIONS

4.1 Findings

4.1.1 Lack of quality in food



Figure 1 Planting Best Selling Burger

Plantinggg Burger offers a variety of choices for burgers. Some of their best menus are Godzilla burger, King Kong burger, and Zinger mix mac and cheese. However, they have a certain issue that needs to be addressed. This includes the taste of the food, presentation, and texture. During my visit, I ordered Double Beef Zinger Mac and Cheese. My first impression is that the presentation of the food looks appealing, appetizing, and mouth-watering. As a person who is not a big fan of sauces, I think they put too much sauce in the burger which makes the bun soggy mainly in the bottom part. Lastly, I think the mac and cheese tastes quite bland and watery. All of these issues listed above need to be solved quickly because they disrupt the overall taste of the burger.

4.1.2 Unsecure packaging

Packaging is the first thing that customers see when receiving the item and it often leaves them with a lasting impression. The organization needs to pay extra care on the packaging. Based on this case study, Plantinggg Burger packaging is small and not suitable for big orders like the Godzilla burger and others. It is because the packaging is unable to secure and close the burger properly due to its size. This will pose risks such as physical damage to the product during delivery and exposure to environmental factors. Other than that, the packaging will make the customer uncomfortable to eat while dine-in because the size of the burger does not match with the packaging.

4.1.3 Limited space for parking and dine-in



Figure 2 Plantinggg Burger's store

The location of Plantinggg Burger is strategic since it is located in the town of Kangar, Perlis. However, it is very difficult to stop by. This is because the store is surrounded by other stores and next to the road. Thus, the parking area is very limited. As you need to find an empty spot along the road. The first time I came to the store, the road was packed with cars, and it was hard to find parking. It will be troublesome because you cannot randomly park on the road. Besides, the store is also small and not able to fit many people at one time. If you want to dine in, you are preferable to come in other times than peak hours because the table and seats are very limited.

4.1.4 Health and Safety concern



Figure 3 View from Plantinggg Burger's store

The store is open next to the road. It is quite a concern as the store is an open place. If any incident happens nearby, it also affects the people in the store. For some reason, it can lead to food contamination. This happens because the food is exposed to direct sunlight and UV radiation, temperature fluctuation and airborne particles such as dust and dirt. It will degrade the quality of the foods, cause breakdown of vitamins, discoloration of ingredients, and lead to spoilage. Besides, near the store there is an open drain which is not suitable and safe for people to pass by. It might cause a tragedy in the future if they did not put on protection on top of the drain. For example, floods happen and the drain is not covered so people might cause injuries from falling into it because they are unable to differentiate and recognize between a drain and the sidewalk. Next, the drain also will create an unpleasant smell if clogged. Therefore, it will be uncomfortable for the customers to come and enjoy their food. It is best to either cover the drain correctly or take turns cleaning the drain as well as the surrounding of the place. Lastly, there are potholes and cracks in the pavement inside the stores which can cause a trip to customers when using the way.

4.2 Discussion

4.2.1 Improve the quality of food.

According to our experience, me and my group members who have eaten the signature menu which is the zinger mac and cheese burger at Planting Burger, we feel that the burger combination is very unique and interesting. For the zinger burger, it is very seasoned and tasty, but for the Mac and cheese, we agree that it feels a little bland and a bit dry. To fix this deficiency, Planting Burger needs to rework the mac and cheese recipe to make the mac and cheese taste better and more flavorful. Meanwhile, the amount of sauce placed by the planting burger in their burger is too much because they put several types of sauce including chili sauce, mayonnaise and cheese sauce. This makes the breading and crunchiness of the flour coating on the chicken soggy. Planting needs to reduce the amount of sauce on their burgers. But every other customer's taste is that some like a small amount of sauce and some like a large amount of sauce. Therefore, Planting Burger needs to provide a sauce area for customers to add their own sauce.

Advantage:

- Mac and Cheese that is rich in flavor and cheese makes people addicted and it will increase the demand for burgers that have mac and cheese.
- The burger won't be soggy even if customers take it home.

Disadvantage:

- The cost of raw materials will increase.
- By adding the sauce area, it will cause the dining room to become smaller.

4.2.2 Upgrade packaging

Plantinggg Burger uses medium-sized paper food containers. It is very good because it can reduce the use of plastic. However, the burger portion they provide is very large and plentiful. It needs a bigger container. This makes it difficult for customers to eat the burger more comfortably and if it is wrapped, the package cannot be closed completely. It will cause insects such as flies to be able to breathe in food and also cause food to spill easily. Therefore, they need bigger and easier packages for customers to eat and take away the burger.

Advantage: The food will not easily spill and smudge when eating.

Disadvantage: If using a larger container, the quantity of food will look less compared to using a medium size food container even if it is prepared in the same quantity.

4.2.3 Add more space for parking and dine-in area.

Plantinggg Burger needs to expand the area of the parking area and dine-in area. For the dine-in area, the Plantinggg burger needs to place more table and chair units for customers who come to eat. For other options, Plantinggg Burger can find a new place that has a more spacious place. So, they can provide a more comfortable place to eat and plenty of easy parking for customers.

Advantage:

- Other customers do not have to crowd even if there are many customers who come at a certain time and customers also do not have to wait to get a table to enjoy their food.
- The customer will easy to park their transportation.

Disadvantage:

- To expand the area and add table and chair units requires additional capital and it is also time-consuming so that Plantinggg Burger has to stop operating to complete the renovation.
- Will increase business expenses.

4.2.4 Improve the state of store infrastructure.

Plantinggg Burger needs to improve the condition of the shop in order to take care of the safety and health of customers. Among them, they need to add a wall around the dining area to prevent smoke and dirt flying on the road from getting into the food. In addition, they also need to repair the floor of their shop because there is damage that can cause customers to be injured.

Advantages:

- Customer safety and food hygiene are more guaranteed.
- The condition of the store will make customers more comfortable.

Disadvantages:

- It will take time to improve the condition of the store and will affect the sales.
- Requires high expenditure to make improvements.

5.0 RECOMMENDATION



Figure 4 Classic Cheeseburger

From the case study above, we decided to set up a company named " The Burger Lab". This company is primarily focused on homemade burger patties with high-quality ingredients that are fresh, flavorful, and filling. The name "The Burger Lab" was chosen because the burger can be customized based on customers' preferences. People can request whether to put on extra sauces, more veggies, plain burgers or put double to triple patties on top. Name it anything and we will try our best to serve our beloved customers as well as fulfill what they are requesting.

As mentioned by the name itself, it clearly states that we decide to make a burger as our product. The reason behind this is because burgers are popular among people no matter what their background, race, age, or gender. It is also affordable, available everywhere, and most importantly delicious. Burgers are also filling which makes them ideal for breakfast, lunch, late snacks, and even supper. Besides, as a person who is a picky eater, it is quite hard to find a place that serves a burger that meets our expectations. So we decided to come out with a burger where you can customize it to suit our appetite.

The Burger Lab differs from other burger stores such as Plantinggg Burger in terms of flavor, patties thickness, condiments, toppings, and toasted bun. Flavors like how the burger taste and the texture play a big role because everyone has their taste bud and preferences. Some prefer a bland taste and some love spicy food. Hence, we create a small little corner for our customers where they can add sauces, salt, black pepper, and even paprika to spice up the burger. For example, like McDonalds and other food & beverages industries used to do. This not only saves time for the worker to do plating but also avoids overloading and wasting the product. Next, the patties' thickness ranges from thick, to medium, and thin. By doing so, it helps customers to choose what type of patties they like easily. If they like patties that are juicy inside and crispy on the outside,

we recommend picking thick patties. Medium is suitable for people who like crispy and well-cooked patties while thin is for someone that likes a fresh grilled with crispy edges and a greasy patty. The variety of condiments that we provide includes chili sauce, mayonnaise, black pepper sauce, cheese sauce, thousand islands, garlic sauce, and lastly barbeque. Each condiment has its unique flavor which enhances the burger taste. As usual, the toppings are your favorite veggies like onions, salad, pickles, cucumber, eggs, and cheeses. The combination of toppings, condiments, and patties create a fantastic burger. Not to forget, the bun is almost as important as the patty and sauces. What is a burger without a bun? Thus, our store grilled the bun with butter until golden to add a rich buttery flavor, exterior crispness, and additional flavor to the burger. Most burgers are not healthy even made from homemade patties. As they contain high levels of sodium, unhealthy fat and high in calories. However, it's important to note that the nutritional value in a burger depends on the ingredients used and cooking methods employed. The burger lab uses the lowest fat ground beef and changes to the whole grain bun. The calories in low fat ground beef contain 95% lean meat and 5% fat worth 199 calories. It not only has less calories but is rich in various vitamins, zinc, minerals and boosts intake of iron which is a nutrient that is important for healthy red blood cells. Therefore, using low fat ground beef and whole grain bun are recommended as it is less in calories and good for health. In addition, The Burger Lab provides a wide range of veggies and sauces to choose from, identically like how the Subway organization did. This helps customers to pick and choose their own condiments that suit their preferences.

The Burger Lab focuses on delivering customers high-quality burgers that are reasonably priced. It attempts to give speedy service and burgers at the lowest possible price without sacrificing quality. Not only that, it gives health benefits to the body especially those who do not like to eat processed burger patty products. Nowadays, people are more into social media platforms so we decide to become more active and engage with customers through social media such as TikTok, Facebook, and Instagram. By doing so, more people are aware of “The Burger Lab” existence. We also host promotional events and advertise our product through the platform to gain customers’ trust and capture their interest. Our store will always update the information in the platform like listing out best-selling products, product availability, and the newest product coming up. This allows customers to alert and make wise decisions on what type of burger they want to choose and customize. It is a useful idea as they can make their burger just like how Subway does.

6.0 CONCLUSION

Plantinggg Burger started their operation in 2015 with Encik Faiz as the founder. They first started their business which is located near a bus stop at Giant hypermarket for about four to six months then moved to a better, strategic location which is at the opposite of a petrol station. The location is said to be strategic because it is located next to a road where a lot of people use it and it is also surrounded by residential areas, hypermarket and other stores. As for now, Plantinggg Burger has been established for 8 years.

Plantinggg Burger sells varieties of burgers. There are more than 30 burgers to choose from. They even came up with names that are unique like Godzilla Burger and King Kong Burger to attract customers. There are 4 people including the founder who are working for this business. In addition, Plantinggg Burger do use social media like Facebook, Instagram and Tiktok to promote their business. They usually will post videos or pictures of the burgers that look mouthwatering.

By doing this case study, we get to learn in a better way about the company's products, business trajectory and its services. We also used the Business Model Canva (BMC) to earn a comprehensive understanding of their business model. BMC is a tool for strategic management that aids in the analysis, design, and visualization of business models. It gives business owners a comprehensive overview of all aspects of their firm, including the value proposition, customer segmentation, operations, and financials. Moreover, it may assist business owners in addressing specific risks and learning more about competitors, expenses, customer segments, or a market niche.

Next, we addressed the findings, which are the problems related to the product of this business. For example, lack of quality in food and unsecure packaging. Other than that, we also came up with the solutions to the problems with explanation. For instance, to improve the quality of food and to upgrade the packaging. Lastly, we discussed about the recommendation. We set up a company which is called "The Burger Lab" based on the case study. Our company is primarily focus on homemade burger patties.

7.0 APPENDICES



Figure 5 Grilling area



Figure 6 Place to take order and pay



Figure 7 Picture with the owner



Figure 8 Top menu in stall



Figure 9 Menu section



Figure 10 Interview session with the owner



BORANG E (KAEDAH 13)



**PERAKUAN PEMBAHARUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**PLANTINGGG ENTERPRISE
NO. PENDAFTARAN: 201603100808 (RA0040909-A)**

telah didaftarkan dari hari ini sehingga **10 FEBRUARI 2023** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **NO. 241, TAMAN KEMAJUAN, JALAN RAJA SYED ALWI, 01000 KANGAR, PERLIS.**

Bil. Cawangan: TIADA

Bertarikh di **KANGAR** pada **11 FEBRUARI 2021.**

NOR AZIMAH BINTI ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

Figure 11 A copy of the Plantinggg Burger's SSM certificate