



اَبُو سَيِّدِي تَكُونُ لَوْ كُنِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP**

**(ENT 530)**

**GROUP ASSIGNMENT (CASE STUDY)**

**BalBuk Haus**

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## **EXECUTIVE SUMMARY**

BalBukNCo. Resources is an enterprise company with an address at Lorong Chin Kampung Balik Bukit Chuping. It was created at the end of 2019 during the last pandemic period. BalBukNCo refers to Balik Bukit Nature and Community. In accordance with its existence, they apply three important elements in building this business, namely the natural ecosystem, the social ecosystem, and the economic ecosystem. Through these three elements, BalBukNCo is divided into five administrative cores in balancing the business ecosystem, namely BalBuk Haus, BalBuk Dapoq, Kebun BalBuk, Pondok Balbuk and Kampung BalBuk.

BalBuk Haus is an independent space for art events and a small cafe in the middle of Bendang with the concept of outdoor, discussion and food. BalBuk Haus has been mapped as an art ecosystem location for the state of Perlis in the Malaysian Art Tour in March 2022 by the National Visual Arts Centre under the Ministry of Arts and Tourism. The goal for this business is to sustain and be profitable for a long time. They have good relationships with customers as they have regular customers each day. They also have a good relationship with customers. Even though it is just a small business, it is still strong till this day as they are still making profit.

There are few findings that we found in BalBuk Haus. Firstly, there is no variety of foods in the menu and second is the lack of marketing. The solution provided was to add different choices and menu in the café and boost marketing effort using social media platforms.

In conclusion, there is no such perfect business. There will always be room for improvement in every aspect. With larger goals, you may have to establish a more complex measurement process, like increasing profit by a set percentage, or gaining a particular number of new customers. Before you start making changes, it is a good idea to make sure you have a full understanding of the factors affecting your business success, it will help you keep your plan on track and aim for higher objectives.

## **1.0 INTRODUCTION**

A business is a company or organisation that generates revenue by selling goods or services. The most important component of this concept is that a business exists to make money. Although not all businesses are profitable enough to generate a profit, profit generation is the fundamental goal of all enterprises. A business can take one of three legal forms which including sole proprietorship, partnership, or corporation. Each of these legal formations has unique traits as well as benefits and drawbacks.

A sole proprietorship is a commercial entity (or lack thereof) in which the owner is the same as the business. If you made lemonade and sold it at the end of your street, you would be considered a sole proprietorship. A partnership is a group of people who join forces to form a business. Individuals, partnerships, and companies can all be partners. Because it is the most adaptable, a corporation is the most prevalent type of business. The corporate structure allows shareholders to possess a piece of the company while limiting their responsibility. Each type of business has its own set of benefits and drawbacks.

For this case study, we choose BalBuk Haus. This business is Food & Beverages oriented. It is a sole proprietorship business that has been operating nearly 6 months at this new place. The company is owned by a single person and has about 3 workers including one supervisor and two staff that help in producing and selling the product. This small business is operating at Lorong Long Chin, Kampung Balik Bukit Chuping, 02500 Kangar, Perlis.

## **1.1 BACKGROUND OF THE STUDY**

This case study report contains information about the BalBuk Haus business. This case study's methodologies are all related to entrepreneurship education. Entrepreneurship education is a structured programme that provides students with the knowledge and abilities needed to detect company opportunities, grasp customer insight, and market needs. It includes assessing the internal and external business environments, developing ideas, networking skills, and implementing and managing a business strategy. This case study teaches us more about company plans.

Students are expected to interview the selected SME business or corporation to obtain information such as the company's past and challenges. The students will next analyse the problem and devise a method to tackle it. Students can understand how a business functions and operates by completing this case study. We are conducting a case study of BalBuk Haus for our case study. It is a company that provides food and beverage services.

Finally, learning entrepreneurship will assist learners and students from many social and economic backgrounds. It teaches people to think beyond the box and develop unique skills. Entrepreneurship education also provides pupils with opportunities and instils confidence in them.

## **1.2 PURPOSE OF THE STUDY**

The goal of the case study is to learn more about the type of product or service that the company offered. It is also to learn about the company's business flow from the owner. Students can detect and analyse what the company required to create an innovation utilising the information provided.

Next, students can learn how to make a solution for the company's problem by using BMC. It is used to analyse a company's key partners, key activities, key resources, value propositions, customers relationships, channels, customers segments, cost structure, and revenue streams. BMC analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. The students can learn how to overcome the weakness indirectly after discovering a company's weakness by using this analysis.

Furthermore, students can learn how to seize a chance and apply it intelligently without jeopardising their future business. They can also learn how to control risks without causing harm to anyone by employing BMC. As a result, students may prepare and know what to do if they face obstacles in the future.

Finally, students can apply what they have learned in the classroom to real life and the future corporate world. It can encourage them to think more imaginatively and help them maintain their technology business enterprise. As a result, students might come up with fresh innovations for the company to solve its difficulties.

## 2.0 COMPANY INFORMATION

### 2.1 BACKGROUND OF THE COMPANY

<b>Name of the Company</b>	<b>BalBuk Haus</b>
<b>Owner</b>	<b>Ahmad Soffi</b>

The company that we interviewed is called BalBuk Haus. The company is owned by a single person which is Ahmad Soffi as a founder and his wife, Ida Syamila is a company manager. He first started his business from a small cafe nearby UITM Arau during 2016. He has about 2 staff and a supervisor that helps him at the cafe. This cafe business already reached 6 years this year and it shows how experienced he was in this business.

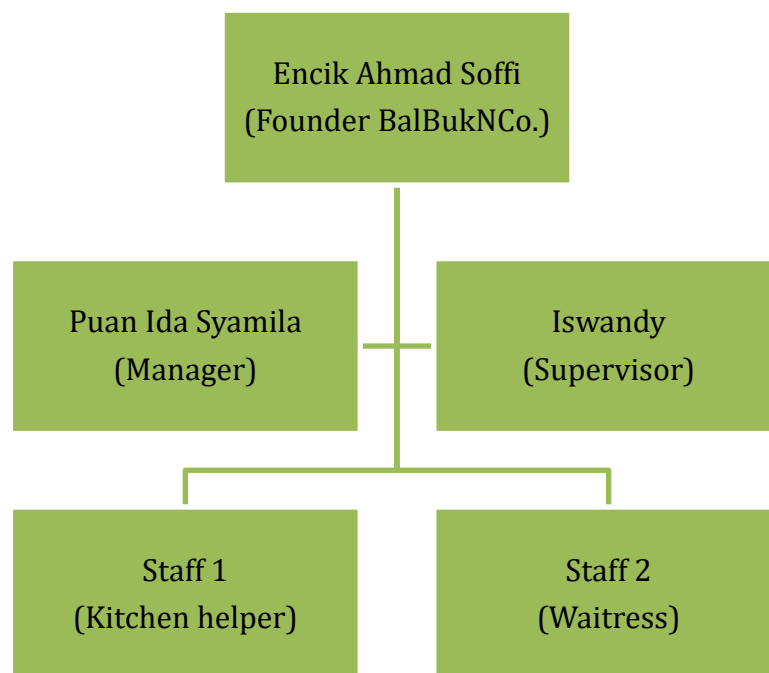
What is Balbuk Haus? Balbuk Haus is a short form for Kampung Balik Bukit, Chuping. The cafe owner wants to make Kampung Balik Bukit a place of attraction for outsiders. BalBuk Haus original purpose was to be a place of exploration. Other than that, the owner of BalBuk Haus is a sculpture artist. BalBuk Haus was built from 2019 until 2021. People involved in promoting the BalBuk Haus are only from the local community, for instance, close friends. Operation hours for BalBuk Haus are from Tuesday through Sunday, 5 p.m. to 10 p.m. Other than walking in, people also can book for private dining there.

Initially, BalBuk Haus only started as a private dining place, but due to high demand, the owner improved the place from a performance place to a café. BalBuk Haus started a year ago on a private dining basis, while the walk-in is only 4 months old. Among the NGOs involved in promoting BalBuk Haus is Crash Hero Perlis. Examples of activities they do are community programmes such as camping, music performances, cooperation with local communities, and many more. Additionally, the founder of Crash Hero Perlis is Madam Nani. She is a lecturer at UiTM.

The menu at Balbuk Haus is based on the concept of Sabahan food. This is because the owner's wife was born in Tawau, Sabah. The owner and his wife want to combine the cultures of literature and sculpture with Sabahan foods. Among the menu signatures are Nasi Lalap Tawau, Ropong Ayam Suwir, and Klytoria Tea. Ayam Suwir is chicken that is processed with its own cooking ingredients. BalBuk Haus cafe is using the countryside and garden-stay concept. Backpackers from Russia and Jakarta, Indonesia, cycle from Kuala Lumpur to BalBuk Haus as their last stop.

## 2.2 ORGANISATIONAL STRUCTURE

An organisational structure describes how activities like job assignment, coordination, and monitoring contribute to the accomplishment of organizational objectives. The organisational structure has an impact on the activities of the organisation and serves as the foundation for regular operational operations and routines. It determines who is qualified to participate in decision-making processes and how their opinions affect the operation of the business. The organisational structure can also be thought of as a glass or lens through which people examine their organisations.



Basically, from the chart above, Encik Ahmad Soffi is known as the founder of BalBukNCo. which including this BalBuk Haus café. Despite hire unknown people as their manager, Encik Ahmad Soffi choose his wife who is Puan Ida Syamila to become a manager for his business. At BalBuk Haus, Iswandy has been responsible as supervisor and Encik Ahmad Soffi also has another two staffs that works for him from preparation of the food to serve the food for their customers.



## 2.3 PRODUCTS/SERVICES

### PRODUK DAN SERVIS

27  
Rencana

Datang bawa damai, pulang bawa cinta

#### Balbuk Haus 'cafe' tengah bendang

**S**elamat datang di Balbuk Haus 'cafe' yang terletak di tengah bendang. Tempat ini menawarkan suasana yang tenang dan nyaman untuk menikmati hidangan yang lezat. Balbuk Haus 'cafe' adalah destinasi yang sempurna untuk menikmati hidangan yang lezat dan suasana yang tenang.



**DAFTAR ISI**

- 1. Balbuk Haus 'cafe' tengah bendang
- 2. Umrah: Kuarantin di rumah lima hari



#### Umrah: Kuarantin di rumah lima hari

Menteri Agama, KH. Ma'ruf Amin, mengumumkan bahwa pelaksanaan ibadah umrah akan dimulai pada 1 Agustus 2023. Sebagai syarat, jemaah harus menjalani kuarantin di rumah selama lima hari sebelum berangkat ke Tanah Suci.



**Mencari Ujan**

Menikmati suasana alam yang sejuk dan segar di tengah hutan.



BalBuk Haus experience with specific foods and offer their customers ingenious ideas for each of the corporate or private dining, events, or any kind of functions. They ensure the food they prepare from the kitchen to the food they serve really matters. They have built their reputation on dependability and willingness to deliver what exactly the customer wants.

As a small food manufacturing business, BalBuk Haus offers various types of Sabahan foods, and they also served 'Teh Klitoria' as their special menu. Also, for the drinks, they have common hot and cold drinks that usually all cafes have. Customers can choose whether to eat at the cafe or take out. The reason why their food at the cafe focused on Sabahan food is because Ahmad Soffi's wife is from Tawau, Sabah. One of the best-selling products is the 'Nasi Lalap Tawau' and 'Ropang Ayam Suwir' which knows as roti panggang that is filled with chocolate filling and kaya filling but due to high demand they change its filling to 'Ayam Suwir'. "Ayam Suwir" filling that has been used to 'Ropang Ayam Suwir' is their own recipe.

**BALBUK HAUS**  
COUNTRYSIDE CAFE & GARDENSTAY  
\*TELA TANDA & NASTAR ORDER ONLY AT KAUNTER PERKHIDMATAN\*

Pesanan (No. di atas meja)  
Bilik Bilik  
Bilik  
Bilik

MAYANAN BUNTAI (NASI & MI)	
AYAM LALAP TERBUKA	RM17.50
NASI GADUD SAMBAL	RM6.00
MI LALAP AYAM	RM6.50
MI CARE SO	RM6.50

MAYANAN BUNTAI (ROTI PANGGANG)	
AYAM SUWIR	RM6.50
ROTI GATA	RM4.50
ROTI COCLAT	RM4.50

KUDAPAN	
BENTANG COYENS (HOMEMADE)	RM4.00
KONTRO COYENS (HOMEMADE)	RM5.00
PISANG TRITRITYL	RM6.00

TAMBAHAN	
SAMBAL TOMAT	RM1.00
AYAM LALAP + ULAMAN	RM4.00
NASI KOSONG	RM1.50
SLIP KOSONG	RM1.00

NCTA

	MANIS	SEJUK
ELUP MADU	RM4.00	RM4.00
COPI D	RM1.50	RM2.00
ROTI SUSU	RM1.70	RM2.20
NESCAFE D	RM2.70	RM2.30
NESCAFE BUBU	RM2.30	RM3.00
MILK D	RM1.70	RM2.20
MILK SUSU	RM2.30	RM3.00
TEH MANIS	RM1.50	RM2.00
TEH LEMON	RM2.00	RM2.50
TEH SUSU	RM1.70	RM2.50
TEH HITAM + MADU *tengah gula	RM2.00	RM3.00
TEH JASMINE + MADU *tengah gula	RM2.00	RM3.00
TEH KLITORIA + MADU *tengah gula, tanpa gula	RM2.00	RM3.50
SHAW-HEMON	RM1.50	RM2.50
LEMON	RM2.00	RM2.50
LEMON MADU	RM2.50	RM3.00
EXTRA JOSS ANGGUR	RM2.50	RM3.00
EXTRA JOSS MANGGA	RM2.50	RM3.00
AIR KOSONG	RM0.20	RM0.50

BUMBUH (RM)

TAG RAMA DI  
FACEBOOK : Balbuk Haus  
INSTAGRAM : Balbuk Haus  
TWITTER : Balbuk Haus

"DATANG BUKAN BUNTAI PILANG BUKAN CINTA"

## **2.4 BUSINESS, MARKETING, AND OPERATIONAL STRATEGY**

### **Business Strategy**

A business strategy is a plan of action or collection of actions that helps a company achieve goals. It is a great instrument for assisting businesses in reaching their objectives and determining the path forward for the organisation. BalBuk Haus had implemented a few business tactics to make their company run effectively.

- Customer Retention

Customer retention is essential for developing consumer loyalty. BalBuk Haus always stays in touch with their previous customers to get them to purchase their meals again. Customers can also taste a unique cuisine prepared by BalBuk Haus. It is critical to expand the business while keeping clients pleased and drawing them back in.

- Target Marketing

It is critical to identify the target market to comprehend and deliver the marketing message directly to their requirements and interests. Because their cafe is themed Countryside and Garden Stay, BalBuk Haus offers to customers range from teenagers to adults and the elderly who are interested in art.

- Pricing Strategies

BalBuk Haus prioritises the quality of services and products while keeping the price affordable to meet their customers' requirements and budget. Thus, they also offer foods that are not usually found in other cafes which is Sabahan types of foods.

### **Marketing Strategy**

Marketing strategy is a company's overall game plan for reaching out to consumers and converting them into clients of their products and services. It should be centred on a company's value proposition. The primary purpose of marketing strategy is to achieve and communicate a long-term competitive advantage over competitors. BalBuk Haus follows the marketing principles of product, pricing, place, and promotion.

- Products/Services

As a small business, BalBuk Haus has services which comprise mainly of foods. The service and food they served will have the freshest ingredients and offer various types of Sabahan delights which will be assured of the highest quality in terms of food and services and leave

an everlasting impression. The main product lines for their cafe include Nasi Lalap Tawau, Ropang Ayam Suwir and Teh Klitoria.

- Place

BalBuk Haus operates their business at Lorong Long Chin, Kampung Balik Bukit Chuping, 02500 Kangar, Perlis. As like their motto “datang bawa damai, pulang bawa cinta”, customers who visit their place not only get to taste sabahan food, but they also can enjoy the beautiful view of the village.

- Price

Price is one of the major aspects on which BalBuk Haus really focuses. Among the industry, the firm charged per dish is way affordable compared to others. For example, a set of Nasi Lalap Tawau is charged at RM6. Thus, a lower selling price will eventually be profitable in the long term because it significantly attracts customers.

### **Operational Strategy**

To achieve their goals, the operational strategy could investigate and develop an efficient system. It is also necessary to distribute the business's funding and the firm's direction. A sound operations plan will lead to the establishment of cost-effective manufacturing and support capabilities.

- Product and Service Development

Any company should reflect more about what the customers want, how it compares to the market, and how its technical measures relate to their demands. BalBuk Haus always keeps their customer needs and desires with their food taste, quantity, packaging, and safety.

- Strategic Location

The right location is a key ingredient in a business's success. The location of a business plays a significant role to obtain profit by gaining customers. BalBuk Haus is located at Lorong Long Chin, Kampung Balik Bukit Chuping, 02500 Kangar, Perlis. While customers come to eat at their cafe, they also can enjoy the best view from that place suitable with the concepts of the cafe itself. BalBuk Haus chooses a site that serves their needs and achieves their goals.

## **2.5 FINANCIAL ACHIEVEMENT**

Business financial achievement refers to the level of financial performance, or EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortisation) against the company's plans and goals for that year. It is a financial metric that measures a company's success. A small business like BalBuk Haus is a financial entity that must be self-sustaining to survive, at least in the long run.

A company's financial goals may include increasing profit margins or achieving tangible goals, such as saving enough money to purchase business equipment. Whether the financial goals are numerical or tangible, they must be explicit enough for the business owner to recognise if they have been attained. Setting goals is, in our opinion, one of the most important steps a business can take. Setting goals will help a company stay focused and avoid becoming stagnant.

The company's goals keep the organisation moving forward and ready to set the groundwork for long-term success. It must be set several times every year to track your company's development and continuously enhance all the strategies in place to meet your objectives. As a result, we found specific financial accomplishments made by BalBuk Haus from its inception to the present. Among these are profitability and revenue, as well as cash flow accounting.

### **2.5.1 Profitability and Revenue**

Profitability is the most basic financial goal of any business, particularly a small one. It entails earning more money than you spend on overhead. Sales revenue and interest on investments are examples of business revenue, whereas running expenses include advertising, rent, utilities, interest payments, and taxes. To acquire a better grasp of your company's financial statements and make improvements to the organisation in both good and bad times, it is critical to fully understand how to decrease operating expenses in business.

BalBuk Haus operates within 5 months at their new location at Lorong Long Chin, Kampung Balik Bukit Chuping, 02500 Kangar, Perlis and it is exactly after the pandemic which we are at endemic phase. As mentioned before, BalBuk Haus started their business from a small stall to a cafe, so here we can conclude that they manage to make a lot of profit from there. Also, according to Puan Ida, they managed to achieve monthly budget and revenue from the business operation.

## **2.5.2 Cash Flowing Accounting**

Following that is cash flow accounting which refers to the movement of funds into and out of your firm. Cash flow is often tracked weekly, monthly, or annually by businesses. Cash flow accounting is crucial because it represents your company's ability to maintain enough operating capital to cover all its basic operational expenses. Setting a limit on corporate funds used for off-season operations or establishing a time frame for repaying the amount of financing are two examples of cash flow management. In business, every penny that leaves your bank account should always be a source of concern, especially during a cash flow crisis. You must eliminate any superfluous costs and spend solely on those that are necessary.

As for BalBuk Haus, they find suppliers near with them to make sure they can pick up their raw materials for the food they produce itself. This attempts to lower the cash flow required to be paid for the shipment of chicken for example as their main menu at the cafe are "Nasi Lalap Sabah" and "Ropang Ayam Suwir". They were successful in finding one who supplies the same quality of raw materials at a lower price and for their special drink which is "Teh Klytoria" they planted themselves its flower and just pick from there. Furthermore, rather than hiring many workers, BalBuk Haus has decided to engage only 2 staff members. Because BalBuk Haus is a small company, it is not a problem for them not to hire many workers. Spending on employee compensation can be reduced because of this. As a result, they managed to handle cash flow within 6 months they operate the business.

## **2.5.3 Optimise the Price of Products and Services**

Finally, a business should evaluate how to optimise its product and service pricing. You must base your prices on both your costs and what your competitors are charging. Setting commodity prices too high will have a negative impact on your company.

BalBuk Haus, on the other hand, makes a good selection by producing high quality, value, and unique products at low cost compared to their competitors. One of the unique features of the BalBuk Haus product is that they sell Sabahan food which is not easy to find in a cafe. Nonetheless, their product prices are lower than their competitors, where most of their menus are above RM10 only. It can enhance sales volume because of the price reduction, and the lower the set price, the higher the business revenue in bulk as more products are sold.

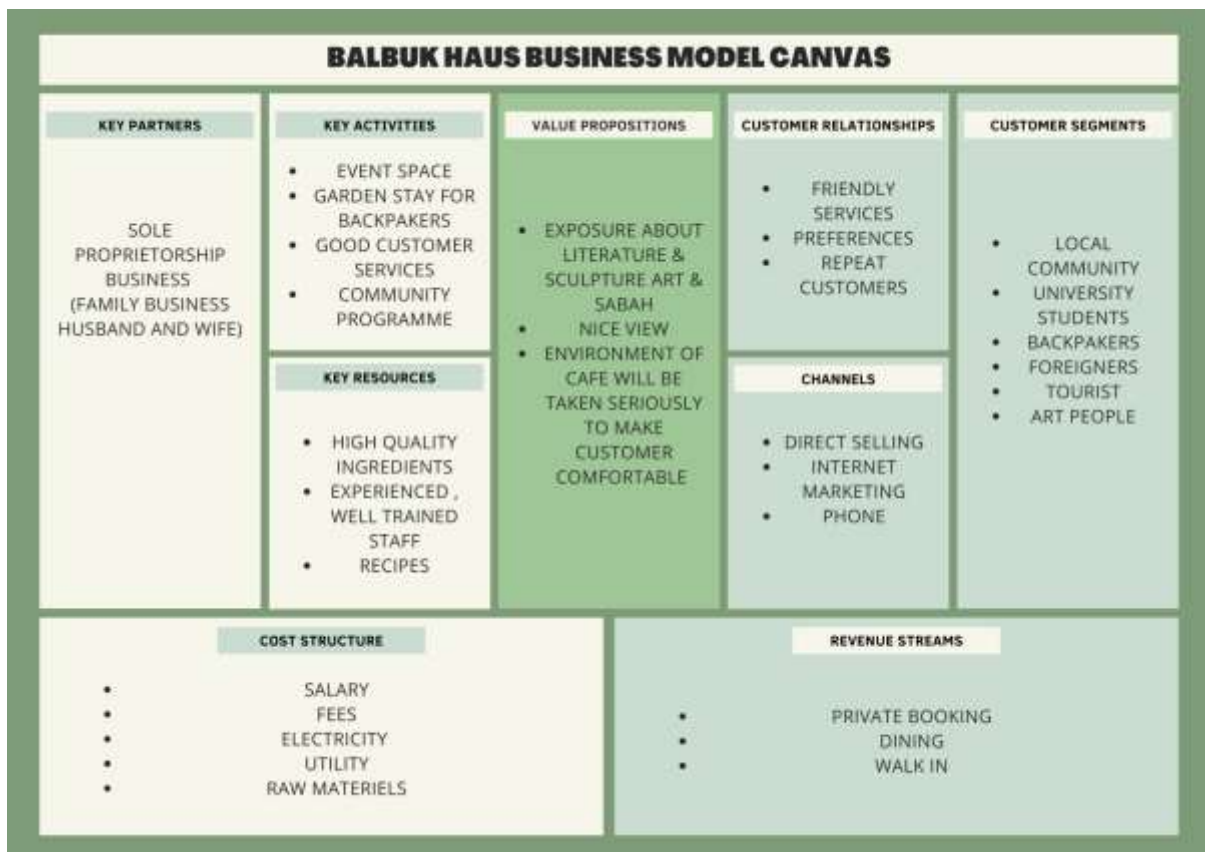


### 3.0 COMPANY ANALYSIS

Many businesses nowadays use the business model canvas to develop a clear and systematic understanding of a business model. Using this canvas will also provide information about the company's customers, value propositions, the channels, and revenue streams. Making a business model canvas can also help us improve our understanding of our project concept and company focus.

Aside from that, a business model canvas is a straightforward method for determining whether a manager or staff member can carry it out. The phrases are simple to recall, and the nine elements are used to describe a business or a product. The key channel section, for example, describes how the company would sell its product to a consumer. Because the table did not contain a lot of information, it only stated one form, which made it easier to understand the main idea.

The business model canvas can ensure that all the necessary business model components are in place. To expand our business, we need to stay focused and go with the flow.



## **Key Resources**

The key resources for BalBuk Haus are experienced, well-trained staff and educated, trained management workers. BalBuk Haus recipes use high quality ingredients. They closely plan and formulate their menu selection and innovative concept to corporate objectives and event requirements to ensure the event is successful. The staff must know proper ingredients adjustment and handling the equipment when preparing the menu to maintain high-rating services.

## **Key Activities**

The key activities of BalBuk Haus are providing event space for people who want to perform their music or art talk. In just 4 months they have already opened a garden stay for backpackers who are travelling from abroad. They prepared places for them to rest and enjoy before they continue the journey to their next destination. The company offers good customer service for people who come and visit their places. Furthermore, BalBuk Haus had experience in handling and organising private and celebration events.

## **Channels**

The distribution channel for BalBuk Haus is owned-direct because the company must make initial preparations before the appointed day. The client can also contact BalBuk Haus through email or social media to get the catering services. Advertising is the most effective form of business promotion and marketing form of business promotion and marketing.

## **Cost Structure**

The cost structure of BalBuk Haus consist of fixed and variable costs such as raw materials, electricity, wages, rent, machine & equipment. Variable expenses increase the indirect proportion to how much food and services the business needs to be prepared. Fixed costs remain constant for example, the maintenance of cooking equipment is the fixed cost of the business because this cost does not change no matter how much food is to be prepared.

## **Key Partners**

BalBuk Haus has key partners to achieve the key activities of the business, such as suppliers that sell the raw materials for the business such as Wet Market and Supermarket. These suppliers ensure the business keeps consistent with doing daily activities without having a lack of raw materials. Next BalBuk Haus is a family business which is husband and wife. It is an easier partnership with family so that the communication and work will be easier.



## **Customers Segments**

For BalBuk Haus, the company targets all class consumers, and the company will strive to give the proper customer segment and value proportion to the customers. The company has built its reputation with their targeted consumers which are art people. They targeted individuals to big business. This will greatly benefit the company as the company knows what to expect and give to the customers according to their needs.

## **Value Propositions**

BalBuk Haus will serve the clients with great service and only provide the customer with high quality-services. The company gives exposure about literature & sculpture art & Sabah. The owner's wife is Sabahan, she wants to expose people to Sabahan food and culture. BalBuk gives a nice view of "Bukit Chuping" as the cafe is near "Bukit Chuping". The environment of the cafe was taken seriously to make customers feel comfortable and relax.

## **Customers Relationship**

Customer relationship is how the company approaches and treats their customers into building relationship with the customer. This allows the company to think about what kind of relationship they want with the customer. The best method to identify this is to put yourself in the customer's shoes and think about what kind of ideal relationship they wanted from their point of view. The relationship will enhance the customer's experience and it would be a great way to attract the customer to deal with the company more regularly. It is the company's responsibility to build connections with the customer. By communicating it will greatly increase the customer perspective whether it is friendly or not. Fulfilling the customer expectations about the company will also make the customers relationship become closer.

## **Revenue Stream**

A revenue stream comes from various sources that provide the company income from various kinds of sources. As being said, the company will get income from various sources either by sales of goods or the services provided by the company. This usually comes with interest revenue and rent revenue. Balbuk Haus mainly comes from dining services. Apart from that, the company is also involved in managing private booking and special events. Not only that but the company is also known to deliver safe, healthy, and premium quality ingredients. With these various sources of revenue, Balbuk Haus will attempt to become a larger and more successful dining company and hopefully become a pioneer in this industry.

## **4.0 FINDINGS & DISCUSSIONS**

### **4.1 FINDINGS**

Our case study revolves around a family-based business that is located at Lorong Long Chin Kampung Balik Bukit Chuping in Arau, Perlis. The business is called BalBuk Haus which is known as a garden stay and countryside cafe and it mainly sells the main dishes from Sabah. As we all know, every business has their own advantages that they can offer as well as problems that may interrupt the flow of their business. Our team has come up with a discussion to interpret and describe the understanding of our findings, where we are doing our own research on problems found in this case study. Like any other business, BalBuk Haus is not excluded from the said situation.

According to our interview with Puan Ida Syamila who is a manager of the business, this business has a few issues that may interrupt their business in the current situation or may also occur in the future. From this case study, we have already analysed what is the main problem in the business. In research that has been conducted, we found a few main problems that this business is facing, where the problems they are facing are lack of variety types of foods, as well as lack of marketing. All these problems are what they are facing now and any of these problems can impact their business, even in the future and thus they most likely do not know these problems that they are having until the interview, when we try to raise these problems.

#### **4.1.1 Lack of variety type of food**

In business, product is the most important thing that needs to be considered. As a founder or businessman, we need to learn what are demanded from customers that can fulfil their needs before starting a business. If our product can fulfil their demand, customers might come again and again to consume our product. For a business that has only started a few years, a small range of products might seem like a normal problem and not a major one. However, Puan Ida Syamila stated that she has experience in conducting business before she proceeds with opening BalBuk Haus. Due to that reasoning, as a cafe that needs to attract more people, the range of products need to be focused more. The owner needs to provide a variety of options for their customers. For a cafe, the option of the product can be up to three or four including pasta, pastry, coffee and western. It becomes a major problem for BalBuk Haus when they only have two different types of Sabahan food as their product to be offered to their customers. They choose to solely focus on that as their business is still new. Lack of product options might lead to the slow growth of this business. This is because, according to the Be the Business article, having a more range of products will help to satisfy customers and increase productivity. Therefore, by having a small range of products, it will become a threat or problems towards the business soon. As for BalBuk Haus, they have a problem in prepare variety of food to the customer. They only have less than 20 menus including drinks and food.

#### **4.1.2 Lack of marketing**

Promotion is the entire set of activities, which communicate the product, brand, or service to the user. The idea is to make people aware, attract and induce them to buy the product, in preference over others. Based on our observation, this business lacks promotion since they do not use any marketing strategy to promote their business. They only depend on customers to “viral” the business in social media. This business has an Instagram account, but they do not manage it properly. They do not update any post to market the business and the product. This shows that businesses lack initiative and effort to expose their business to the public.

## 4.2 DISCUSSIONS

### 4.2.1 Adding Variety Types of Foods in The Menu

Solution of the problem is to **serve a variety of food available at the cafe**. For example, BalBuk Haus can add a new menu such as western food and other foods, so that customers can have other choices. The advantage for this solution is the business can attract more customers to come to their cafe. They can choose anything they want to eat. So, it is not only focusing on Sabahan food but people who love to eat pastry or pasta also can come to the cafe to eat the food while enjoying the beautiful view from the place. As for the disadvantage, the business needs skilled workers to cook different types of food. It might be difficult for the business to find workers who can cook different types of food.

### 4.2.2 Create More Social Media Account

The solution for this is **creating and using a social media account on popular platforms** such as Facebook, TikTok and Twitter. Social media marketing is one of the key elements to success in the business. Nowadays, people are using social media and it is the best platform to promote the business. Perlis is the one of the travel venues for many people, so this business needs to take advantage of that to promote the product to the people outside the state through social media. The advantage of using social media to promote the business is that it is easy to attract people's attention. Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business' visibility. Implementing a social media strategy will greatly increase the business brand recognition since the owner will be engaging with a broad audience of consumers. Using media social only needs low cost or no cost is needed. The disadvantage of this solution is that other people can make rumours or slanders about our business. Media social cannot be controlled so people that are not dissatisfied or persecuted can spread bad rumours about our product.

#### Advantages

- The business can attract more customers to come to their café.
- Easy to attract people's attention.

#### Disadvantages

- Needs skilled workers to cook different types of food.
- Other people can make rumours or slanders about our business.

## 5.0 RECOMMENDATIONS

Every business has a few risks that the owners must deal with daily. Numerous factors, both internal and external, could contribute to the issues. However, all issues have a possible solution to it. These are the recommendations that BalBuk Haus can put into considerations and practise.

Our first recommendation is they can come up with a variety of menu. As for now, the BalBuk Haus only has a few Sabah dishes and tea only. So, the customers who go there will not have a lot of choices to choose from. They can put a few western foods to their menus as it will attract more youngsters. Plus, almost everyone enjoys a coffee-based drink, and it will boost their cafe image as a lot of people go to the cafe to have a coffee. With the breath-taking view at Balbuk Haus, we are sure there will be many people who will come to enjoy the view while having their food and drink.

Next recommendations for BalBuk Haus are to make an improvement with their place. As of now, their place only has a small area to fit a small amount of customer and with open area without any roof. We recommended this because as the climate change, we could not predict precisely when it is going to rain. So, when they have an area with the roof, even when it is raining, the customer can still sit down and eat their food without having to worry about the rain. Plus, they can add more parking spaces around their shop. Based on our observations, their parking spaces could only fit around 6-7 cars. Apparently, it will be hard to park the cars when the places get crowded especially during weekends. With these recommendations, it will make things easier for them in the future.

Finally, nowadays, there are lot of cafés provide a delivery service as part of their business to boost their sale. Right now, BalBuk Haus has not considered to do delivery services as it would be hard for them to manage it as they did not have staff to do the delivery. So, our suggestion is they could register their business in Food Panda and Grab food. As they only need to cook the food, and the delivery person will deliver it to the customer in accordance with the address, making their job simpler. We are confident that their specialty Sabah's meals, some of which are uncommon elsewhere, will be well-liked in Perlis. Automatically, their sales will rise, and Perlis and other customers will visit their café more frequently.

## **6.0 CONCLUSION**

In conclusion, we can say that BalBuk Haus has grown so much since day one of its operation until now. The strengths and weaknesses that the company has do not stop them from stepping up their game to become a well-known company. It has helped the business to stay rooted strongly in the industry to this day because of their hard work. Despite all the problems that the company faced, we can ensure that the company has its own ways of solving them. As we have been analysing the problems based on the interview and business model canvas, we have suggested some solutions to the problems that we think are best for the business. For example, adding variety of foods in the menu so that the business will not be left behind and could gain more profit. Other than that, regarding the lack of marketing, it is best for the company to use other apps to keep promoting their business.

We all had the opportunity to learn more about the real-life circumstances of an entrepreneur managing their business by participating in this case study. We can conclude that becoming a successful company is not an easy path, especially for small business owners that labour day and night to ensure that their company can compete with other competitors and retain their reputation and earn recognition. The report's objectives were met, and we hope that this report, in some way or another, will benefit students and entrepreneurs everywhere.

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## 8.0 APPENDICES







