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MARA



## CASE STUDY: COMPANY ANALYSIS

### FROOGURTZ

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## **EXECUTIVE SUMMARY**

Froogurtz is a frozen yogurt company based in Malaysia, known for its high-quality and nutritious yogurt products. With its unique recipe and carefully sourced ingredients, Froogurtz aims to provide customers who prioritize their health with a delightful frozen yogurt experience. Established in 2020 by Mohamad Hafizuddin Che Soh, Froogurtz quickly gained popularity due to its delicious offerings and creative toppings. The company's vision is to become the leading provider of healthy and tasty frozen yogurt in Malaysia, offering a wide range of flavors and toppings to suit every customer's preference. Its mission is to consistently deliver exceptional products and excellent customer service, while promoting the benefits of yogurt as a nutritious treat. Through its innovative approach and commitment to quality, Froogurtz has successfully positioned itself as a trusted brand in the yogurt industry, attracting a loyal customer base and driving its growth in the market.

Next, this case study involves the key findings related to the business, marketing, and operational strategies of Froogurtz. The business strategy revolves around offering high-quality and nutritious frozen yogurt to health-conscious individuals. The company follows a franchise business model to expand quickly while maintaining quality standards. The marketing strategy emphasizes the health benefits of Froogurtz's products, utilizing social media platforms such as TikTok to engage with customers. The operational strategy focuses on quality management, schedule management, and yogurt machine processes to ensure consistent product quality and customer satisfaction.

In addition, the signature product of Froogurtz is yogurt, which is made with high-quality ingredients and topped with various toppings such as fresh fruits, cereals, and sauces. The cafe also offers a range of other drinks such as milkshakes, coffee, frappes, and smoothie yogurts. Froogurtz aims to provide a halal and affordable option for customers, with a focus on customer service and a peaceful environment.

Moreover, in this case study highlights the financial achievements of Froogurtz, stating that the company's profits have been increasing as more people become aware of its products. Despite initial challenges due to the COVID-19 pandemic, the owner's innovative marketing approach has

contributed to the rapid increase in product demand. The monthly direct selling sales of the company range around RM100,000.

Furthermore, there are a few recommendations for Froogurtz to improve their product quality. It suggests continuing the focus on product quality and customer service while expanding the marketing efforts to reach a wider audience. The company can consider collaborating with influencers or running promotional campaigns to increase brand awareness. It is also recommended to explore opportunities for expanding into new locations and diversifying the product offerings to attract a broader customer base. Overall, the recommendations aim to support Froogurtz's growth and success in the frozen yogurt industry.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

All UiTM students who pursue their study to bachelor level are required to take Principle of Entrepreneurship (ENT530) as their elective subject. It is to give guidelines and expose students to business orientation. In this course, students need to conduct a case study for a business or small company.

In this case study, students need to interview any small company or business to get two or more problems that are faced by the company. After that, students are required to analyze the problem and provide a solution to any problem that may have occurred. It will be able to make students know how a company or business runs and operates their business. In this case, we are carrying out a case study of Froogurtz, a frozen yogurt shop based at Kubang Kerian, Kelantan.

Additionally, several companies have different business strategies to help them achieve their objectives. The assurance of a business plan will show the management's skills, knowledge, and track record in operating this company. Business plans, on the other hand, are essential tools for obtaining investment prior to a firm building a reputation. They are the appropriate strategy for businesses to achieve the goals set by their board of directors. These are helpful for start-up companies, but every organization needs a strategic plan. To track the progress of the goals throughout time, the plan has to be reviewed and updated often. A brand-new business plan is always created for an existing company to take a different direction. A strategic business plan is necessary for establishing a company's path from the beginning and to assist the organization to concentrate on the goal and value conveyed through its goods and services.

Learning entrepreneurship equips students with a versatile set of skills, attitude, and knowledge that can benefit them in various aspects of life, whether they choose to become entrepreneurs or pursue other paths. It promotes a proactive mindset, empowering individuals to create positive change and seize opportunities.

## **1.2 PURPOSE OF THE STUDY**

The purpose of this study is to identify the specific circumstances, such as an individual, organization, structure, or group of people. In this situation, a case study is required to determine the problem or issue that the business, or the client, is now experiencing. As a result, case studies are employed to study those issues and circumstances in business as well as to present and suggest ways based on analysis and theory. Case studies are able to describe the answer supplied by the company because in some circumstances businesses are already offering solutions to their own problems.

These case studies are related to presenting an in-depth analysis of a corporation that will be able to bring an idea to reality. A case study is a great tool for demonstrating the goods and assisting customers in knowing how and why the products are used. It will be able to demonstrate how the products have been used in a way that truly improves its viewers who are the actual customers.

## **2.0 COMPANY INFORMATION**

### **2.1 BACKGROUND**

Froogurtz was established in year of 2020. The owner's name is Mohamad Hafizuddin Che Soh, 31. Froogurtz is a service that was the first of its kind to create yogurt ice cream in Malaysia. The owner, a native of Kelantan who has been fascinated in ice cream yogurt ever since his time spent studying at UiTM Shah Alam, is the one responsible for the production of Froogurtz. Froogurtz was founded in the early part of November 2020, and his first branch was opened in Kubang Kerian. However, it has since migrated to Kota Bharu, Kelantan, which is now the location of the first Froogurtz Authentic. In point of fact, he has established more than three locations in the state of Kelantan, with locations in Kota Bharu, Pasir Pekan, Tanah Merah, and Pantai Irama, as well as other locations in the states of Kuala Lumpur and Pahang. The ice cream and yogurt sold at Froogurtz can be topped with more than fifty different kinds of toppings, including fresh fruits, cereals, chocolates, sauces, and jams. Froogurtz is aimed towards everyone who like both sweet and icy flavors in their beverages. Additionally, Froogurtz is open everyday from midday until 10 o'clock in the evening. We extend an invitation to each and every one to come and design the flavor of ice cream that best suits their preferences. According to the information provided in the report, Mr. Hafizuddin was forced to resign from his position as a teacher because of the COVID-19 outbreak. He was determined to find a different way to make money, so he made the decision to start his own frozen yogurt shop. The owner gave his company the name "Froogurtz" and opened a stand in the city of Kota Bharu in the state of Kelantan. In the article, it is mentioned that Froogurtz business became very successful very rapidly because the quality of Froogurtz frozen yogurt products was very well received by his clients. The experience should serve as an example to others who are experiencing difficulties in their careers as a result of the pandemic. It should show them that with enough willpower and inventiveness, new chances can be discovered.

After the COVID-19 outbreak caused the owner to lose his position as a teacher, he made the decision to start a business in the food industry. He started a frozen yogurt shop called Froogurtz, which became successful as a result of exposure on social media and word-of-mouth advertising. The essay focuses on how the owner shows the determination, inventiveness, and intense enthusiasm for cooking that contributed to his success in the food industry. Customers

enjoy the high quality and deliciousness of the products offered by Froogurtz, which includes a wide selection of toppings and flavors for frozen yogurt. The story of the owner can serve as a source of motivation since it demonstrates how he was able to transform a difficult circumstance into an opportunity and achieve success in the frozen yogurt sector.

## 2.2 ORGANIZATION STRUCTURE



**Figure 1.1 :** Froogurtz’s Organizational structure

## **2.3 PRODUCT AND SERVICES**

The products that this cafe offers are many different types of drinks, but the signature product of this cafe is Yogurt. They have Milkshake series, coffee, frappe, frozen yogurt, and smoothie yogurt. All of the products in this cafe are guaranteed halal because the owners of this cafe are Malay people. All of their products were made with high quality ingredients that lead to the delicious taste of drinks. Not only that, they also put so many toppings that make the yogurt taste more delicious and also makes it look expensive but the price was affordable. Their signature product, yogurt was so exclusive that they were nowhere to be found and also it was made by yogurt, not ice cream. They also use fresh fruits like mango, banana, watermelon and strawberries. They also add some sauce like chocolate sauce, pistachio sauce and milk sauce.

Froogurtz applies service with good customer service and fast service. They also provide delivery in Grab apps. This cafe's service is more about building a peaceful relationship between customers and workers to make sure that customers will repeat buying at their cafe. They also want to make customers comfortable with their happy service from the workers towards the customers. Other than that, Froogurtz also a local product.

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

### Business Strategy

The basis of Froogurtz's business approach is to offer people who care about their health a high-quality, nutritious frozen yogurt product. In order to accomplish this, the business uses a secret recipe to produce a particular flavor that distinguishes it from other frozen yogurt brands and receives its ingredients from carefully vetted suppliers. The franchise business strategy that Froogurtz's has chosen enables it to grow quickly while maintaining a high standard of quality throughout all of its sites in Malaysia. Additionally, the company's goal is to give their customers the greatest service possible by charging fair and alluring costs.

Besides that, Froogurtz is made to guarantee that the quality of its goods is constant throughout all of its locations. To accomplish this, the company has established high standards for manufacturing and serving its yogurt, and all franchisees abide by them. Additionally, Froogurtz employs technology to track its business activities and obtain feedback from customers, enabling it to spot and resolve any problems as they emerge. The business has developed a successful franchise business model that enables it to grow quickly while upholding uniform quality across

all locations. In order to expand its brand awareness and attract a larger audience in Malaysia, Froogurtz has opened many shops in well-known regions such as supermarkets, tourist attractions, and business enterprises.

### Marketing Strategy

The marketing strategy for Froogurtz focuses on informing new customers about the health advantages of its goods. The business stresses the nutritional value of its yogurt, which is low in fat and high in probiotics, on social media in order to reach a large audience. Additionally, Froogurtz's advertises its brand by making entertaining TikTok videos. This is due to TikTok's popularity with short-form videos, and Froogurtz's usage of this medium to produce entertaining and interesting material that promotes its goods. For instance, the business produces brief, visually appealing "how-to" movies that demonstrate to clients how to make their own frozen yogurt concoctions or introduces new flavors and toppings. It's important to produce content that is entertaining, shareable, and consistent with the brand's personality.

### Operational Strategy

#### 1. Quality Management

Froogurtz establishes stringent quality standards for its ingredients, sourcing them from trusted suppliers. By using high-quality ingredients, such as fresh fruits and premium yogurt bases, Froogurtz maintains the taste and nutritional value of its frozen yogurt offerings. Moreover, Froogurtz places great emphasis on hygiene and cleanliness. The company enforces robust sanitation protocols, ensuring that all equipment, utensils, and workstations are regularly cleaned and maintained. By upholding impeccable hygiene standards, Froogurtz minimizes the risk of contamination and maintains product integrity.

#### 2. Schedule Management

Froogurtz conducts thorough market research and demand forecasting to understand consumer patterns and anticipate fluctuations in demand. This allows the company to adjust production schedules and allocate resources, accordingly, avoiding overstocking or shortages.

Additionally, By aligning production with customer demand, Froogurtz optimizes the utilization of raw materials, minimizes waste, and ensures freshness of its products.

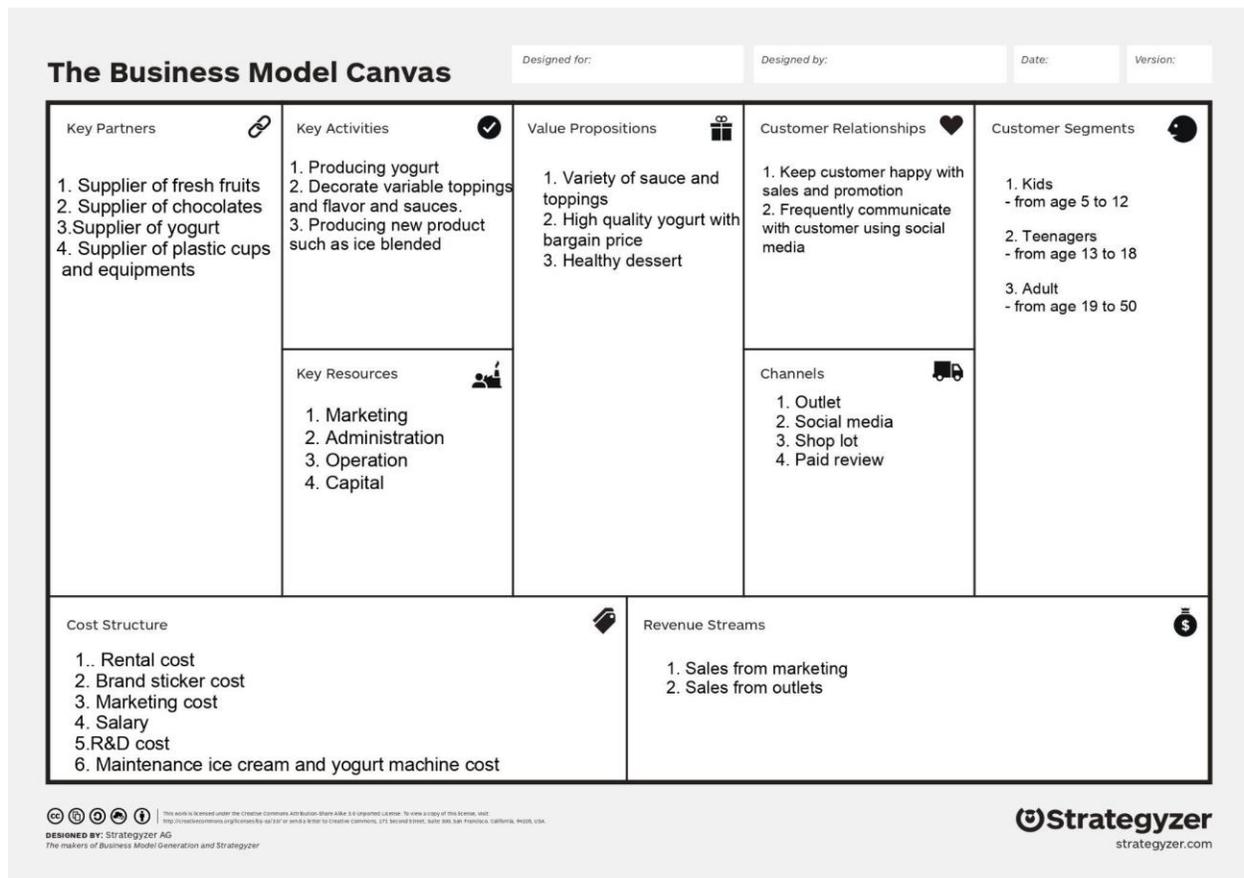
### 3. Yogurt Machine Processes

Froogurtz invests in modern yogurt machines that are specifically designed for commercial production. These machines offer precise temperature control, enabling optimal fermentation and freezing conditions. By maintaining consistent temperatures, Froogurtz ensures the smooth and creamy texture of its frozen yogurt. Moreover, Froogurtz's yogurt machines are equipped with advanced mixing mechanisms that ensure the uniform distribution of ingredients. This guarantees that flavors, fruits, and other add-ons are evenly incorporated into the yogurt base, providing customers with a delightful taste experience in every serving.

## **2.5 FINANCIAL ACHIEVEMENT**

This company's profits are increasing as more people become aware of it. They had a few in demand for the products for the last three years due to the implementation of the Movement Control Order (MCO). However, due to the owner's innovative approach to marketing their business, their product demand is rapidly increasing. Every month, the company's direct selling sales range around RM100,000.

### 3.0 COMPANY ANALYSIS



**Figure 1.2 :** Froogurtz’s Business Model Canvas

### 3.1 BMC ANALYSIS

#### 3.1.1 KEY PARTNERS

Froogurtz works with four key partners. Froogurtz’s first key partner for a fresh fruit supplier is themselves. They do not purchase any fruits from local markets. Bananas, mangos and strawberries are some examples. They avoid purchasing fruits from markets because some of the nutrients are removed during processing.

The chocolate supplier comes next. Froogurtz typically restock their chocolates from a reliable supplier. According to them, their chocolates are usually in good condition, of high quality

and unique. They do not purchase fake brands for their chocolates, which is why their chocolates are delicious.

When it comes to the manufacture of yogurt, Froogurtz does not have a supplier. They are the ones who will succeed. Every day, they make fresh yogurt from scratch. As a result, their yogurt contains a high amount of calcium, vitamin B-2, vitamin B-12, potassium and magnesium.

Finally, Froogurtz purchases the plastic cups and equipment from the supplier. The supplier for those items is usually one of their trusted ones or a nearby shop that sells similar items.

### **3.1.2 KEY ACTIVITIES**

Key activities are activities that Froogurtz must do in order to complete their business model canvas. For producing new products, it is important for the company to attract more customers instead of just selling frozen yogurt. The manager will also ensure all the variable toppings, flavor, sauces and fruits are still good and fresh.

Controlling the quality of the products is important for the company's quality control. The core operations for Froogurtz also include platform creation and maintenance. Additionally, Froogurtz offers excellent customer service and the greatest threats to its customers.

Froogurtz also uses Instagram and Facebook to promote their product. This way more customers can easily know about their product or any offer they made for their customer. It's also a way to attract more new customers.

### **3.1.3 KEY RESOURCES**

There are three resources that help Froogurtz to keep producing the best product and help the store function successfully, namely marketing, administration, operation and capital. The first key resource is marketing. Froogurtz really cares about their marketing so that their store can be known by many people, and they will be able to expand their store to many states. The marketing area for the premises and booth make this company attract people to buy with them. They set up a place for customers to choose toppings and cereal in front, this can attract customers to see how to prepare the food they want. They prepare the orders in front of customers not in a kitchen or closed place. Every customer might want to see how far the food is being served whether the place is safe and clean or not. Other than that, they also have their own internet connection to let their staff use it and update their store through social media. As we can see, customers will update their Instagram story after buying the product and mention or tag Froogurtz Instagram, then the staff will repost it as soon as possible.

Next, it is about administration, the number of employees who work every day is four people, which they have time shifts according to the regulations and more when it's time to rest. These people will work to place orders, add finished products and also keep the yogurt in a non-liquid state. In addition, these employees have been provided with sufficient training to perform the work, which enables them to take turns performing the work due to the fact that the scope of their work is the same. The premises would not be working if there were no workers to serve the customer. By having them as workers, they would help the owner to make a profit.

Moreover, another key resource is about operation, this will help the premises to sell the product to their customer. The operation is needed for the yogurt machine, and blender for drinks. Cereals, fruits, and liquid toppings like chocolate or biscoff are the essential components that must be added to the yogurt in order for it to be considered a full serving.

They require a significant amount of capital to complete all of the products and premises or booth in order to be included. In this instance, the founder is responsible for managing his own business capital in order to open more locations in other states, and the capital itself is an essential resource.

### 3.1.4 VALUE PROPOSITION

Products that are offered by Froogurtz are frozen yogurts in many editions such as waffle edition, yogurt with topping edition and froobox edition. There are also drinks provided by them such as coffee, non-coffee, smoothie and tea. Froogurtz have many products that make attract customer to choose their wants. For sure, they give you the best taste to enjoy the homemade frozen yogurt. By this satisfying food, you might repeat it once you try it.

Froogurtz sells many sauces and toppings that can be placed in frozen yogurts and also inside the cup or waffle. As a customer, they might have a variety of tastes and wants. So, Froogurtz takes the opportunity to provide the variety of sauce and toppings to give a chance for customers to choose their own. But then, not all sauces are free to choose which customers need to add some money to take such as matcha almond sauce, ovomaltine sauce, pistachio sauce, sakura milk and many more. The price for adding it is only RM3 except for plain chocolate. For sure they also have a special sauce with a fixed range of price such as biscoff edition is RM20 and ferrero rocher edition is RM25. While for the toppings that also customers can choose are 2 types of fruits and 1 cereal. All of the products they provide are always changed, and added every day especially for the fruits, they provide fresh fruits to avoid smelly and unfresh fruits.

Well, if asked for a customer's opinion, they would demand a low-price product. Froogurtz served their product with an affordable price and with high quality yogurt where everyone can buy it without thinking twice-ly. If compared with other brands, this yogurt is the cheapest since it is the first local brand released in Malaysia. The owner spent his time creating these recipes. The yogurts taste different from other brands, so it is really special for Froogurtz that customers will be satisfied once they try it.

Froogurtz also known as a place to buy a dessert and it is very healthy way since the ice cream is made by frozen yogurt and the toppings is healthy fruits that show they are actually a low fat dessert. It is also safe for kids. Instead of parents buying ice cream in an unhealthy way, they should buy Froogurtz. They understand that today's health-conscious consumers seek products that not only taste great but also contribute to their overall health and fitness. By prioritizing the reduction of calories, calcium, protein, and fat, Froogurtz's product becomes an appealing choice for those striving to make mindful choices while enjoying a satisfying treat.

### **3.1.5 CUSTOMER RELATIONS**

Froogurtz needs to keep customers happy such as with sales and promotion. Such as, Froogurtz has its own special day called “Frooday”, which is only and every Tuesday. On Frooday, they provide a promotion and discount for 20% from 3p.m to 7pm. for all menus in Froogurtz. So, every Tuesday, they will get 20% off if they go on set time.

Then, they frequently communicate with customers, using social media instead of face to face. Because if a product that their customers want is not available, they can tell their customers directly without the customer bothering to come to the outlet. So, the customer needs to ask the worker and their social media that they provide. Or customers also can check it at Grab apps or Foodpanda first if the product is available or not or they can directly order from the apps without need to que at the outlet.

### **3.1.6 CHANNELS**

Today, getting customers is a critical component of any business. Froogurtz used four channels which are outlet, shop lot, social media and videographic to promote and sell their products. Besides that, this company also provides paid reviews to influencers such as Ruhainies to critique their products whether in good or bad ways. As a consequence of that, review can build trust and loyalty from customers. Therefore, social media provides different chances to interact with potential customers and grow the brand's community. The advantage of social media is that each platform has a different, distinct customer that is ready and able to interact with the posts. Moreover, the use of video marketing can increase conversions, increase return on investment, and engage potential target markets. Most people prefer to learn about businesses through videos. Another type of content is videography. You can use videography to promote your product, create how-to demonstrations, answer customer questions, and even provide live troubleshooting. Because different channels can be repurposed, content can be used across multiple mediums. Increase your marketing efforts by incorporating videography into channels such as social media and email. In some ways, you're creating video content for one channel and then repurposing it to meet the needs of your other channels.

### **3.1.7 CUSTOMER SEGMENTS**

Froogurtz identified that kids with age 5 to 12 years old are an important customer segment, as they often influence family buying decisions and have their own favorites. The company offers a range of frozen yogurt flavors and toppings that appeal to kids' taste. These flavors include popular choices such as chocolate, strawberry, and vanilla, while the toppings include colorful candies, gummy bears, and cookie crumbles. Additionally, the company may organize special events or promotions targeting kids, such as character-themed cups or interactive games, to engage and captivate this customer segment.

Teenagers aged 13 to 18 years old represent an important customer segment for Froogurtz, as they seek enjoyable and social experiences. Froogurtz recognizes the evolving tastes and preferences of teenagers and offers a variety of unique and trendy flavors to cater to their preferences. This may include flavors like matcha, salted caramel, or exotic fruit blends. In addition to flavors, Froogurtz provides a wide selection of toppings, allowing teenagers to customize their frozen yogurt according to their individual preferences and creativity. Froogurtz stores are designed to create a youthful and welcoming ambiance, with comfortable seating areas where teenagers can socialize and spend time with friends. The company also engages with teenagers through social media platforms, promoting special offers and discounts to maintain their interest and loyalty.

Froogurtz is also targeted for the adults since they are the majority to buy their froogurtz. Young adults appreciate the ability to customize their food and beverage choices. Froogurtz allows customers to create their own frozen yogurt creations by choosing from a variety of toppings, including fresh fruits, nuts, granola, or syrups. This level of customization provides a sense of ownership and allows young adults to tailor their frozen yogurt experience according to their individual preferences and dietary requirements.

### **3.1.8 COST STRUCTURE**

Froogurtz incurs rental costs for its physical store locations. These costs include monthly lease payments or rental fees paid to landlords or property management companies. The rental cost depends on factors such as the location, size, and demand for the store space. For example, a prime

location in a popular shopping mall might have higher rental costs compared to a standalone store in a less crowded area. Froogurtz is considering opening a store in Kota Bharu, the capital city of Kelantan. The rental cost for a suitable commercial space in a prime location in Kota Bharu may range from RM 5,000 to RM 10,000 per month.

Froogurtz invests in brand stickers that are used for various purposes, such as labeling cups and promotional materials. These stickers bear the Froogurtz logo and branding elements, helping to reinforce brand recognition and create a consistent visual identity across all customer touchpoints. The cost of brand stickers depends on the quantity, quality, and design complexity.

Froogurtz allocates a budget for marketing activities to promote its products and attract customers. These marketing costs include expenses related to advertising social media promotions, influencer collaborations, and other marketing channels. For example, Froogurtz invests in digital advertisements on social media platforms or runs print advertisements in local publications. The marketing cost may also cover expenses for designing marketing collaterals, such as brochures or posters, and organizing promotional events or product launches.

Froogurtz incurs salary expenses for its employees, including staff, managers, and administrative personnel. The salary cost varies based on factors such as job roles, experience levels, and market rates. For instance, the salary of store staff may be determined by hourly wages or monthly salaries, while managerial positions might involve higher salaries and additional benefits. Froogurtz ensures that it provides competitive compensation packages to attract and retain talented individuals within the industry. For example, food preparers are responsible for preparing and presenting the frozen yogurt and toppings to customers. They ensure food safety, cleanliness, and quality. The basic salary for a food preparer is RM 1,800 per month.

Froogurtz use costs for the regular maintenance and servicing of its ice cream and yogurt machines. This includes expenses for routine inspections, cleaning, repairs, and any necessary replacements of parts or components. The cost of machine maintenance depends on factors such as the number of machines, their complexity, and the frequency of maintenance required. Froogurtz understands that well-maintained machines are crucial for ensuring the quality and consistency of its frozen yogurt products, as well as for minimizing downtime and operational disruptions. For example, an annual maintenance and repair cost of RM2,000 per machine.

### **3.1.9 REVENUE STREAMS**

The revenue streams for Froogurtz are firstly, the sales from marketing. It includes marketing in social media apps like Instagram, Facebook and TikTok. Such as promoting their product at Instagram using influencers and their workers itself, showing their customers feedback or making interesting and unique videos through TikTok to attract people's attention. Also they provide their product in Grab and Foodpanda apps to make customers easy to buy from home.

And then, revenue generated from sales from outlets. Revenue generated from sales of regular and premium frozen yogurt flavors in pre-packaged containers or served as soft served treats.

## **4.0 FINDINGS AND DISCUSSION**

### **4.1 FINDINGS**

The fluctuating fruit quality is one of the major business problems that have befallen Froogurtz. The fruits were not in good condition. Next, the sauce and toppings harden quickly. According to customer feedback, the sauce and toppings harden quickly. The third problem is unfriendly staff. According to customer feedback, staff are not friendly and easily get angry at them, making it uncomfortable for customers to buy. Aside from that, Froogurtz has low brand recognition. It has less impact on marketing and advertising because not everyone is familiar with the brand. Not only that, but their management is also inconsistent. According to a customer response from the Tanah Merah Branch, the toppings for the frozen yogurt are measured inconsistently. Perhaps they did not have a proper SOP for the toppings scoop. Finally, there is poor service management. Because there is only one worker on the front taking orders and handling the cashier, there are too many customers waiting.

### **4.2 DISCUSSION**

According to the findings earlier, Froogurtz is currently experiencing only small challenges. Perhaps these are small challenges, there are always potential for boosts in any business. The following alternatives are some of the ones suggested.

1. Fluctuating fruit quality.

The fruit can be stored by refrigeration, vacuum packaging, modified atmosphere packaging, washing, freezing and chemical preservatives are used to reduce microbial spoilage of fruits. Besides that, sanitation is one of the most important strategies to maintain fruit quality and safety. Anything the fruit comes into contact with must be clean and sanitized to remove soil, fruit residues, and plant and human pathogens. Animals and humans can be sources of contamination, especially from fecal sources.

2. Sauce and toppings harden quickly.

Upgrade their toppings and sauce, like put oil in the sauce to make it not easily harden. Add some fresh toppings or choose toppings that do not harden quickly.

3. Staff is not friendly.

Employers should monitor their employees to be nice with customers. Training also needed to make sure that employees know how to serve customers nicely.

4. Weak brand recognition.

Froogurtz should collaborate with influencers. They should partner with influencers in their niche who can promote their product to their followers. This will help increase Froogurtz brand visibility and credibility.

5. Inconsistent Management.

For 1 cup of frozen yogurt, they should put at least 2 scoops of toppings. By training the staff to make sure the staff are properly trained on how to scoop the yogurt consistently. Teach them to use the same technique for each scoop, and to use the same size scoop each time. Other than that, using the right equipment such as a scoop with a release mechanism, can help ensure that each scoop is the same size and shape. Lastly, make sure the scoops and other equipment are clean and free from yogurt residue, as this can affect the consistency of the scoops.

6. Poor service management.

Make sure there are at least 2 workers on the front, one is to take customer orders and the other worker is to handle the cashier. Other than that, make sure to be more responsive to customer orders

### **4.3 RECOMMENDATION**

In order to address each of the engaging problems that Froogurtz encountered, we made the decision to launch a new business. There are a few suggestions or alternatives that should be used. In this organization, our products have a different flavour and we make an improvement in better quality of yogurt production. Moreover, we create a new variety of toppings and sauces that suit customers' satisfaction such as granola, walnuts, pistachio, peanut sauce, maple syrup and many more. We also make a yogurt smoothie, yogurt milkshake and yogurt ice cream. Also, we use high quality packaging such as kraft paper and PET plastic cups to make an upgrade between Froogurts and our products. In addition, to differentiate between our products and Froogurtz, we can see that the consistency of our yogurt is a harder texture of yogurt and has a thick sauce as we use premium ingredients.

### **5.0 CONCLUSION**

In conclusion, this case study has helped us students much in terms of raising our understanding of entrepreneurship. This is so that students may gain the information and abilities necessary to come up with ideas for businesses and grow their companies. The course helps students learn more about company management as a consequence, including how to boost income, marketing advice, and communication techniques. Our research indicates that company owners used to plan ahead for unforeseen claims like the covid-19, which unexpectedly invades the whole country. The economy has not been significantly impacted, which may have an influence on enterprises in Malaysia. As a consequence, with extra planning, the organization may be kept going even in dire situations.

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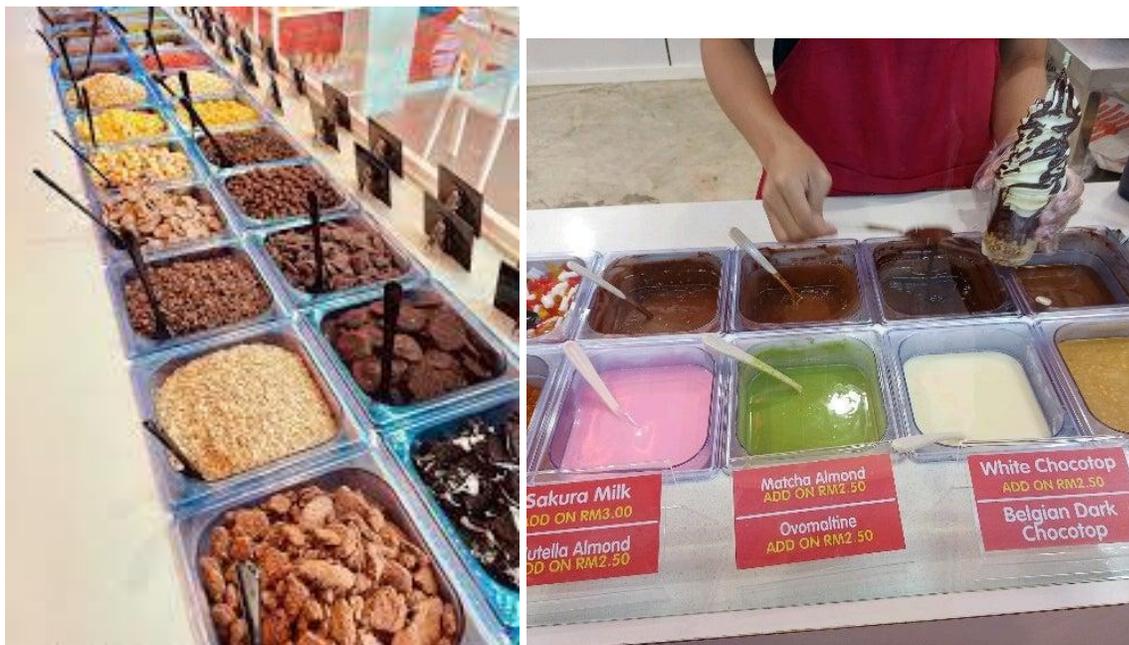
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## 7.0 APPENDICES



**Figure 1.3 :** Customers are ordering their order at the Froogurtz outlet order counter.



**Figure 1.4:** Shows that various types of sauce and toppings are available.



**Figure 1.5:** Shows that promotion will be available every Tuesday from 3 pm until 7 pm. And it was called “Froo Day”.



**Figure 1.6:** Figure above shows the various type of menu and product that available in Froogurtz.