



اَوْبُو سَيِّدِي تَكْنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS

NGOPI@KANGAR

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF BUSINESS AND MANAGEMENT / BA243

SEMESTER & GROUP: OCT 2022 - FEB 2023 (SEM 4) / RBA2434B

NAME	MATRIC NUMBER
AHMAD FAHMIEN BIN SAUFI	2021847078
AMEEN AZRAF BIN AZMAN	2021451294
NUR AISYAH BINTI ABD RAZAK @ SULIMIN	2021843402
SITI ANISYAH BINTI ZAHARI	2021888406
SITI NUR SARAH BINTI AZNAM	2021480546

LECTURER: DR. SHAFIQ BIN SHAHRUDDIN

TABLE OF CONTENT

PAGE

TITLE PAGE.....	i
ACKNOWLEDGMENT.....	ii
TABLE OF CONTENT.....	iii
LIST OF FIGURES.....	iv
LIST OF TABLES.....	v
EXECUTIVE SUMMARY.....	vi
1. INTRODUCTION.....	7
1.1 Background of the study	
1.2 Purpose of the study	
2. COMPANY INFORMATION.....	8-12
2.1 Background.....	8
2.2 Organizational Structure.....	9
2.3 Products/Services.....	10
2.4 Business, Marketing, Operational Strategy.....	11-12
2.5 Financial Achievements.....	12
3. COMPANY ANALYSIS.....	13-17
3.1 BMC	
4. FINDINGS AND DISCUSSION.....	18-22
4.1 Findings.....	18
4.2 Discussion.....	19-21
4.3 Recommendation.....	22
5. CONCLUSION.....	23
6. REFERENCES.....	24
7. APPENDICES.....	25-29

LIST OF FIGURES

Figure	Title	Page
Figure 1	Organizational structure	9
Figure 2	Ngopi@Kangar business logo	25
Figure 3	Jalan-Jalan Cari Makan hosted by Nazrudin Habibur Rahman at Ngopi@Kangar on 7 May 2017.	27
Figure 4	Interview session with the founder of Ngopi@Kangar, Encik Rizuan	27
Figure 5	Coffee latte and passion tea given to us for free by Encik Rizuan	28
Figure 6	The inspiration came from the bottom of a coffee cup for their logo	28
Figure 7	We tried these 2 menus Ciabatta Smoky Beef, Croissant Honey Mustard Chicken and Chocolate Roll	29

LIST OF TABLES

Table	Title	Page
Table 1	Revenue	17

EXECUTIVE SUMMARY

In this case study, we are providing information about the company that we chose, which is Ngopi@Kangar. In our progress doing this report, there is a lot of knowledge that we get in terms of their products and how they manage the business. This is an attempt to understand how the theories learned in this subject can be applied in real-world situations using Business Model Canvas (BMC) and SWOT Analysis.

Ngopi@Kangar is the first local cafe in the Northern Region of Malaysia that sells sandwiches and coffee as their main menu. Founded by 100% Bumiputra yet local to Perlis. The name "Ngopi" was inspired by a local language that means "want to have some meals at a cafe or restaurant". The special thing about this cafe is its sandwiches and coffee that serves fresh daily with a marvelous taste. The owner of Ngopi@Kangar is Encik Rizuan and this cafe has run the business for almost 6 years. However, Ngopi@Kangar has its challenges and problems in the business.

The major problems are the small range of the products and the delivery services provided. To ensure that they can retain their customers, the business can play a big role. In conclusion, the selection of Ngopi@Kangar as the subject of the case study helped to achieve an effective business strategy for production. They have shown that they can succeed in this business and have developed quite a reputation. We also recommend some ways for this cafe or any organization to practice improving for their business success.

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Degree students need to take the Principles of Entrepreneurship course or ENT530 to give guidelines and expose students to business orientation. In this course, students will conduct case studies of any business or company. In this case study, students are required to interview any company or business to get two problems that are faced by the company or business. After that, students should analyze the problem and find a solution for any problem that they have. The benefit of this case study is that students will be knowledgeable about conducting business. The next benefit is that students will be exposed to how companies operate their businesses. Thus, this case study is a good medium to teach students how to solve problems.

We selected Ngopi@Kangar as our case study. This business provides food and beverage service and we are required to collect information on problems that Ngopi@Kangar may face.

1.2 PURPOSE OF THE CASE STUDY

Ngopi@Kangar is well-known for its authentic sandwiches and has opened 5 branches in two states already. The main reason why this case study was conducted is to investigate the key to success in their business and which is how Ngopi@Kangar's business can handle and solve the problem.

This study also wants to know the best way in solving problems as the owner has the better achievement. Every business certainly will not be able to avoid problems and it also applies to Ngopi@Kangar where it has operated since 2017 until now. During our interview session with the business owner, Encik Rizuan, collecting information as well as looking through the problem, we conclude with a few problems.

The very first problem with this business is the small range of products. The owner does not want to accept any new changes in terms of menus in his business activities. Holding to his principle of keeping the authenticity of sandwiches and coffee, he denies adding cakes to his menus even with requests from customers.

2. COMPANY INFORMATION

2.1 BACKGROUND

Ngopi@Kangar is a cafe that sells coffee and sandwiches as its main menu. It is the first cafe in northern Malaysia that sells this type of food to customers. Ngopi is inspired by the local people's dialect when they want to eat and drink in the shop. Established on 16 December 2016 for the first branch of Ngopi by Encik Rizuan. He is a native of Perlis who only has an STPM. He used to work at CIMB until 2012 and used to be a football player under UiTM Arau. An entrepreneur is someone who dares to take risks and enjoy the rewards. The risk that will be faced is a financial risk in the hope of making a profit. Encik Rizuan is an entrepreneur who dares to take risks.

At the beginning of his career, he had a laundry and Habbatussauda business, but he faced many problems with the business and had to stop. Encik Rizuan often goes to other states to enjoy coffee in a cafe. Thus, it gave him the idea to open a business which is a cafe for residents. The starting point of his business started with only three employees and used his savings of RM70,000. He planned this business with his younger brother as a chef in an overseas company to help him. There are many obstacles, such as no company supplying bread, coffee, and vegetables to Perlis. Encik Rizuan had to manage his business and became a runner from Perlis - Penang only to take their bread supply. In 2017, Ngopi became a destination for a popular show on TV3 called "Jalan-Jalan Cari Makan". Every cloud has a silver lining, as the cafe gets more customers and expands its business.

Now, Ngopi@Kangar has four branches in Kangar (2), Penang, and Kedah. It will open the 5th branch on the East Coast in Terengganu. There are 13 workers at Ngopi@Kangar. Ngopi@kangar has two locations near each other in Kangar. Their first branch is located at Ngopi Kangar, No.51, Jalan Raya Syed Alwi, Kampung Padang Bakau, 01000 Kangar, Perlis and No. 24, Jalan Kapitol, 01000, Kangar, Perlis. They decided to open a new branch near the location of the first branch as it had a small space and did not provide a spacious area that could accommodate many customers at a time. The location of this cafe is very strategic due to accessibility, convenience, and being surrounded by other shops. Their operating hours for Ngopi@kangar are Saturday until Thursday from 11 am to 7 pm and Fridays their off day. Ngopi@Kangar also provides easily accessible parking and is child friendly.

2.2 ORGANIZATIONAL STRUCTURE

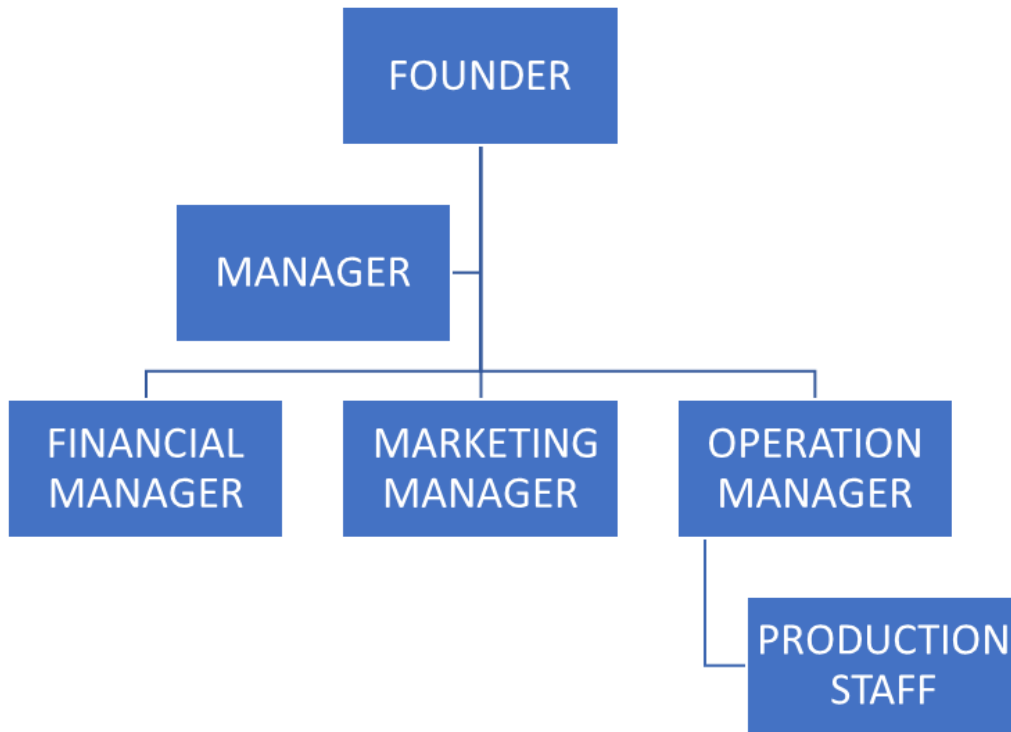


Figure 1: Organizational structure

2.3 PRODUCT/SERVICES

Ngopi@Kangar is one of the famous cafes in Perlis. Ngopi has its uniqueness in its menu and is different from other cafes in Perlis. The owner of the company has established a concept where it has its special features. They apply the original concept of the cafe. A cafe is defined as a small restaurant that serves food and soft drinks. This can be seen when Ngopi does not serve desserts such as cakes and heavy meals such as spaghetti. The original concept was a wrapped sandwich and did not provide a fork and spoon to follow the culture in Europe.

Ngopi has come up with its trademark where everyone can get coffee and sandwiches. Aligned with the original concept of the cafe. Ngopi has prepared a variety of products in their cafes such as coffees, pastries, and sandwiches that are made fresh every day with an amazing taste. The bread used for sandwiches is also one of the factors that attract customers to try such as ciabatta, panini, focaccia, croissant, and French baguette. The menu available at Ngopi for sandwiches is:

- Ciabatta: smoky beef, chicken salami, beef pastrami and chicken pastrami
- Croissants: tuna and cheese, honey mustard chicken
- Focaccia: roast beef, tuna veggie, and smoked chicken breast
- French baguette: cheesy beef salami, thai mayo chicken, tuna baguette
- Panini: garlic chicken and streaky beef, beef pastrami, and chicken.

For the pastry, it includes an almond bar, pineapple bar, vanilla chocolate twist, apple lattice, chocolate roll, smoky sausage roll, cinnamon whirl, and vanilla whirl. For coffee, they have affogato, espresso, macchiato, americano, flat white, cafe latte, cappuccino, and mocha. In addition, they also provide non-coffee for those who cannot drink coffee such as premium chocolate, matcha latte, and tea such as peach tea, jasmine, chamomile, earl gray, apple, lemon-lime, lemon grass, passion fruit, apricot peach, and fruit basket.

Signature sandwiches that are customers' favorites are Honey mustard croissant, Panini streaky beef, Ciabatta smoky beef, and Focaccia roast beef. We have tried these two menus which are Croissant honey mustard and Ciabatta smoky beef and were surprised that they are delicious and worth buying.

2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY

2.4.1 BUSINESS STRATEGY

A business strategy is a plan that outlines the activities and decisions that a firm will take to achieve its goals and objectives. A business plan describes what the organization must do to attain its objectives, which can aid in recruiting and resource allocation choices. The process of building a business plan helps you to discover and assess your company's strengths and limitations to create a strategy that capitalizes on your strengths while compensating for or eliminating your flaws. Ngopi@Kangar has created a few approaches as their company strategy. The first is based on their target market. This company has concentrated on the geographical Perlis area, in Kangar such as UiTM, Matriculation, and others. Furthermore, they have provided freshly baked items at reasonable prices.

2.4.2 MARKETING STRATEGY

When a business is created, one of the most significant parts is its marketing plan. A marketing strategy is a company's overall game plan for reaching out to potential consumers and turning them into paying clients for its products or services. A marketing strategy consists of the product, pricing, promotion, and location. Ngopi@Kangar's main marketing approach is to serve consumers superior, enjoyable, and tasty coffee and sandwiches. They made the product with premium and high-quality components such as coffee, sugar, flour, eggs, butter, and others. Ngopi@Kangar based their coffee and pastries on a low price that all customers may pay. Instead of employing expensive and high-quality products, they are giving cheap costs, which may be a fantastic marketing approach for them.

Ngopi@Kangar has used Facebook, Instagram, and WhatsApp as social media channels for promotion to attract clients. They have put all of their product and contact posts on the "Ngopi" platform. The last one is the location. Ngopi@Kangar picked Kangar, Perlis, as the location for their cafe because it is their home.

2.4.3 OPERATING STRATEGY

An operations strategy is the method that a corporation uses to fulfill its long-term goals and mission. It entails making decisions based on a range of aspects, including product management, supply chain management, inventory, forecasting, scheduling, quality, and facilities planning and administration. An operations plan may guarantee that every person who contributes to an operation makes the most use of their time and abilities. Furthermore, organizational executives may identify which departments are working well and which may need to be improved. The Ngopi@Kangar owners have operated this business with the assistance of their employees. Encik Rizuan, Ngopi@Kangar's owner, employed a total of 13 employees who would work in shifts to ensure the efficient operation of his café. Every day of the week, from 10 a.m. to 10.30 p.m., except Friday, when it will be open from 3pm to 10 pm.

2.5 FINANCIAL ACHIEVEMENTS

Ngopi@Kangar made at least RM4,000 per month selling those pastry and dessert goods in early 2020, before the epidemic hit our nation, Malaysia. Customers' most popular orders include the honey mustard croissant and the panini streaky meat. However, because of the economic crisis at the time, the firm attracted fewer customers throughout the epidemic, which lasted two years. It's even worse because they didn't get any orders during our country's lockdown.

During the outbreak, Ngopi@Kangar began to get a large number of orders from clients because all companies could continue to function normally. Ngopi was receiving around RM17,500 per month at the time. It is Ngopi@Kangar's greatest accomplishment.

Ngopi@Kangar has gotten and acquired more earnings month after month as a result of fresh-made coffee, pastries, and sandwiches that are both excellent and reasonable.

3. COMPANY ANALYSIS

3.1 KEY PARTNER

Building an empire is not as easy as we think. The story of how Ngopi@Kangar can stand tall now is beyond comparison to how they started. From just a local brand that brings ideas of sandwiches and coffee that suits local's taste at Perlis. Time goes by and after their brands are mentioned in the show "Jalan-Jalan Cari Makan" hosted by Nazrudin Habibur Rahman that time, Ngopi@Kangar gained more customers and expanded their business. Before they even succeeded, they went through lots of trouble in finding good quality suppliers from an Australian company based in Kuala Lumpur.

They had to face harsh treatment from the supplier as they are a new and small company from a small state which is Perlis. During the deal with the bread and also ingredient supplier, they only can deliver it to Penang which makes the founder of Ngopi, Encik Rizuan, have to drive up to Penang almost every single week. Now that they have succeeded, the demand and supply are reversed. Now companies are asking if they have orders this week for delivery.

The bread and ingredients supplier, a company based in Australia, Arytza is where their loyalty remains ever since the earlier stage of opening until now. Moving on, their main beverage is coffee. As their motto said, "Everything's better with coffee", the coffee beans supplier they used is Arabica coffee beans from Chiang Mai company.

3.2 KEY ACTIVITY

The main activity is the activity that Ngopi@kangar must do to complete their business. Ngopi@kangar company cares about the wants or needs of customers and provides a quality product. Therefore, the production of premium quality ingredients for their menu is very important. Every day they will make fresh coffee and bread every day. For coffee they will brew perfectly with a coffee machine using the correct method, bread will also be baked after the order is received. This is to maintain product quality and give customers an experience of the aroma and smell of their products.

For the marketing process, Mr. Rizuan hired someone to work with them and the employee will manage everything with advertising, posting from their facebook and instagram. To influence people about their business and increase customer engagement. Ngopi@kangar does social media marketing Facebook, Instagram, promotions, and contests.

Next, branding is the process of giving meaning to a particular organization, company, product or service by creating and forming a brand in the minds of consumers. For Ngopi@kangar, their logo has a special meaning. NGOPI is defined as N is state, O is coffee logo, P is Perlis, and I is Indera Kayangan. Ngopi@kangar also does a soft launch for each branch it owns; it can introduce the brand to the market. It can attract and retain their loyal customers by delivering products that are always in line with the brand promise.

3.3 VALUE PROPOSITION

A value proposition is a promise to provide, communicate, and recognize the worth of the business itself. It also represents the customer's anticipation of how value will be given, experienced, and gained. Ngopi@Kangar is concerned about its customers' preferences and product quality. This business used premium rate ingredients which are premium arabica coffee beans as their main ingredients for the coffee as well as no preservative ingredients to assure the high quality of their products. Moreover, the pastries are freshly handmade to maintain their freshness and quality.

The high-quality consistency of the sandwiches and coffee itself makes some customers become regular customers of their cafe. Based on consumer preferences, the owner meets their requirements and their desires. Aside from that, customers also prefer Kopi@Kangar's coffee and sandwiches since it is very high quality, and reasonable prices compared to other cafes.

3.4 CUSTOMER RELATIONSHIP

During the visit to Ngopi@Kangar, we could observe that they do serve their customers a cozy place to hang out. Originally their target customers were career-oriented women. However, with their well-known cozy place, this place has been a place to hang out and eat for teenagers, students from UiTM Arau, UNIMAP, and also Matrikulasi Perlis. They used the rustic concept and also added a little bold color to make their place more pop-up. We noticed that this place does not provide wifi connection like others. According to the founder, Encik Rizuan said that this is to make sure their business is not interrupted by students that are going to take advantage of only buying one item and staying there for hours.

Next is, they provide good customer service. When we arrived, they welcomed their customers with a warm welcome. Ngopi@Kangar knows how to attract potential customers as they serve their customers quickly and also recommend which menus are the best for the first-

timer. As they market their products that way, customers tend to repeat coming to this place. What we can see during the visit, this place only hired male workers as they do not want any sexual harassment to happen and that will save their public image from being dragged with the conflict. Even though they only hired male workers, they are very friendly and quick to do their job.

Last but not least, their menus are one of the main keys to their customer relationship. The secret sauce of the sandwiches is handmade and that makes people crave more. The concept of sandwiches and coffee makes people wonder more about the uniqueness and authenticity of this cafe's idea. The famous combination of sandwiches and their hot latte with art makes people crave more and want to repeat.

3.5 CUSTOMER SEGMENTS

As we interview Encik Rizuan the founder of Ngopi@Kangar, their customer segments are focusing more on their local customers (shop), students, coffee lovers and sandwich lovers food hunters and also they have aimed for doing events such as birthday parties, meetings etc. since they started their business. Ngopi@Kangar are cafes that serve a variety of sandwiches on their menu and coffee. However, the main target market of Ngopi@Kangar is food hunters who seek for differences in the cafe. The cafe itself has the uniqueness that they will fall in love with the place is instagramable. Therefore, the cafe serves a variety of sandwiches that are unique to other cafes at an affordable price.

3.6 KEY RESOURCES

Key resources include physical, intellectual, human, financial, and relational resources. Everything is dependent on the business concept. For Ngopi@Kangar the workers (skills), brands, and recipe itself are the key resources. Skills for making delicious sandwiches and coffee is an important asset of Ngopi@Kangar because if there are no skills, the products will not yield good results. As for the brands, it was an intellectual property component of a strong business model.

3.7 CHANNELS

Marketing channels are the routes via which goods and services are made available to clients. It is the method through which a company communicates and engages with its clients. It can be done in person, through social media, or in other ways. This company sells its products through social media. Ngopi@Kangar solely marketed their goods on social media, mostly Instagram and Facebook. The Instagram handle is "NgopiKangar," while the Facebook handle

is "NgopiKangarPerlis." They use social media since it is the only way they can market their items online. Aside from that, it is less expensive than other platforms where they must pay more money to market their commercials. It also makes it easy for customers to find information about Ngopi@Kangar products.

3.8 COST STRUCTURE

Ngopi@Kangar always prioritizes their serving of product quality of their food and beverages, some of the raw materials were imported from the best supplier in Malaysia such as premium coffee beans. They are willing to spend on raw materials to give the best for the customer and to maintain their high-end quality. Other than materials, they spend on product packaging too as they want their customers to feel satisfied and look at aesthetics on social media. To maintain their theme, their founder Encik Rizuan spent on maintenance costs for the cafe to give a cleaner look and aesthetics to customers. As they started the business, En Rizuan launched and posted his cafe Facebook advertisement about the sandwiches, menu of the beverage, promotions ongoing and many more. It's quite effective as Facebook is one of the social media that can boost their business and goods for their marketing too.

3.9 REVENUE STREAMS

Revenue stream is the source of Ngopi@kangar Company not only about product price. It also appreciates customers who are willing to pay for their products. It includes the sale of sandwiches, coffees and franchises. In Ngopi@kangar, if their company can sell 100 Croissant Honey Mustard in a week and customers are willing to pay the menu for RM 10.90. Their weekly revenue is RM 1,090 just for Croissant Honey Mustard. Ngopi@kangar can earn more depending on the product they have. Based on En Rizuan, Ngopi was receiving around RM17, 500 per month at the time. It is Ngopi@Kangar's greatest accomplishment. We estimated their yearly revenue can expand to RM56, 680 by selling the famous menus.

Next, to get a suitable income stream in their business is through franchising. Income is obtained through the existence of other branches as intermediary services. By distributing products or services to their existing and new customers. Ngopi@kangar as a franchisor earns more revenue such as the franchisee buying controlled rights, or trademarks from the franchisor in the form of an upfront fee. Ngopi@kangar also gets paid by providing training, equipment. Ngopi@kangar will receive ongoing royalties or a percentage of operating sales through the 4 existing branches. With franchising, it can also create brand recognition.

Number of sold	Price per	Total weekly revenue	Total yearly Revenue (52 weeks)
100	RM 10.90	$100 \times \text{RM}10.90$ $= \text{RM } 1,090$	$\text{RM } 1,090 \times 52$ $= \text{RM } 56,680$

Table 1: Revenue

4. FINDINGS AND DISCUSSION

4.1 FINDINGS

Ngopi@Kangar is the chosen company for this case study. According to the owner of this cafe, who we spoke with for our interview, there haven't been any significant issues with his business operation. However, by referring to the recording and the further explanation from Encik Rizuan regarding his business, we conclude that there are serious problems that he should consider.

1) Small range of products

The owner of Ngopi@Kangar, Encik Rizuan stated that he does not want to accept any new changes in terms of menus in his business activities. In accordance with his principle of maintaining the authenticity of sandwiches and coffee, he refuses to include cakes on his menus, despite consumer demands. Due to that reasoning, as a cafe that needs to attract more people, the range of products needs to be focused more. The owner needs to provide a variety of options for their customers, such as more variety of pastries, cakes, or even western foods such as meatballs, spaghetti, hamburgers, and others. When Ngopi@Kangar decides to concentrate only on sandwiches and coffee, a problem arises. A lack of product options might lead to the slow growth of this business. It is so that more variety of items can aid in satisfying clients and boost output. Therefore, having a limited selection of products will pose a threat or issue for the company's growth.

2) No delivery services provided

Another problem is that there are no delivery services provided. Since the COVID-19 pandemic, Ngopi@Kangar only provides takeout service for customers because of the standard operating procedure (SOP). They exclusively offered takeout and dine-in at their stall even before the epidemic. But still, there is no delivery service provided. Customers have high expectations for food delivery in the modern world when you may access many services with only a few taps on your phone. Due to the ongoing COVID-19 pandemic, business owners of small businesses must take advantage of delivery services and other things. People do not want to queue in crowded places or drive a vehicle nowadays. The first thing that customers demand is simplicity and convenience. They want the process of searching, ordering, and payment to be as simple as possible.

4.2 DISCUSSION

The solution to the significant issues that have been identified in the results above will be covered in this section. As we can see, there are some serious problems faced by Ngopi@Kangar while conducting their business. To solve the problems, we come up with a few suggestions with advantages and disadvantages that might be helpful for the owner to continue the development of his business.

1) Learn more about pastry and dessert

Encik Rizuan needed to find a variety of sandwiches and other things connected to his line of work as a businessman. He can learn many new things by scrolling through the internet or taking new classes. Additionally, to produce a high-quality product, the business's employees or employer might learn about this type of cuisine from the expert. Listen to their advice and suggestions. Then, it can be applied to improve the current product so that it is better than it was. By learning various types of pastry and desserts, those recipes can be implemented in this café and solve the problem of a small range of products.

However, every action will have consequences. There will always be advantages, and disadvantages of the action taken above. Moving on to the advantages if the business discovers a wide range of products through learning. This will make it easier to find a wide range of products that may be pushed within the company. Additionally, the company and employees that become more knowledgeable about their products will aid in creating new business development chances. Thus, when the action above is applied, it can help to improve the skills of employees and employers while keep improving when making mistakes based on what they have learned about various products.

Now, regarding the disadvantages, this solution could also lead to a few disadvantages such as the limitation of time. It will be busier for the owner to spend his time attending classes or discovering various types of products and at the same time, he needs to conduct his business smoothly. Also, it might cost him great expenses if the decision is to try and implement various options of products in the business. Although it might be a good opportunity, it can be a big hole that will lead to losses if the wrong step is taken or if the management of time is not manageable in a correct way.

2) Register delivery services

The solution for the second problem is to create a delivery service. Ngopi@Kangar should get involved in any delivery food services company to put their business on another level. So that people can buy without having to get out of their houses during MCO. They can also provide

delivery services themselves by hiring young employees to run the services. It can help Ngopi@Kangar to increase its customers and spread its business wider by applying these services. Examples of services that they can use services like Grab Food, Food Panda, Lalamove, Shopee Food, and many more. It is because not all people around them know about their cafe, but if they use this, people will know them through the application used by the delivery foods services.

The advantages they will gain from this are they can reach more customers and offer the convenience that customers expect. Placing an order online is also effortless, with one-step checkout and fast delivery. The average delivery travel time on a DoorDash order is only 35 minutes from when the order is placed to drop-off. Or, you can give your customers different options, such as pick-up only, which allows them to grab and go when they're in the neighborhood. Also, by using delivery services, Ngopi@Kangar can have advantage of it to reach and instantly boost online visibility without any up-front costs. New customers can discover the cafe, browse the menu, and place orders from all the delivery apps.

But getting started with food delivery is not just as simple as taking orders and driving them to the houses. Various choices need to be considered with risks that need to be mitigated. These risks have a significant impact on how profitable delivery and takeout services will be. The following are some disadvantages of food delivery. Regardless of whether they deliver or not, every restaurant should be concerned about food safety. However, given the added hazards, delivery becomes a situation where it is particularly crucial. Moreover, the food quality is also as important as they serve sandwiches and coffee. The distance between the cafe and the customer's house can influence the freshness of drinks and food.

3) Abide to the customer wants

The solution for the next problem is to abide by their customers' wants which means fulfilling their requests so that we can observe if the customer is satisfied with our services and product offered. Ngopi@Kangar can choose to make the unique request from the customer as one of the menus listed in the business. By doing so, the customer will tend to choose this business as this café, abide by their wants and make it official. Kill two birds with one stone, the business could have a repeat buyer and also discover unique recipes proposed by the customer.

The advantages of the action above, surely help to attract customers to the business as this business tends to satisfy their wants. Also, it is one of the ways to promote Ngopi@Kangar, as the decision to comply with customer wants might be different from the competitors. By satisfying their wants, the business can ensure that the customers will choose them compared to

the other competitors. Customer retention can thus be dealt with in this instance. Both parties participating in the business will benefit from the advantages that have been uncovered.

However, disadvantages arise as abiding with the customer's wants, we can say that this business needs to struggle a bit. To comply with the request, the employees and employers should prepare for the worst, as a request is something that they might not predict in advance.

As a result, the preparation will be costly because they must guarantee that the customer's request is met. Also, by abiding the customers' wants, it will be challenging as the request could be something unreasonable or beyond our power. Thus, it will be hard to turn down the request as we cannot promise that all the requests could be fulfilled. This could lead to disappointment in the customer if we cannot comply with their request although the request is beyond our power

4.3 RECOMMENDATION

From the findings and discussion, we found that Ngopi@Kangar has a small range of products despite being well-known in the neighborhood. They also did not provide delivery services. As we discuss, the founder, Encik Rizuan, and his marketing manager should take initiative on learning more about pastries and desserts and also register delivery services for their business.

Moving on, we would like to recommend this business change its wrapping. The idea of the packaging being eco-friendly and keeping the original way of eating sandwiches in Europe is great for nature. However, it doesn't last long. When the customer wants to have a takeaway, the wrapping tends to rip and will make it smudge.

As a recommendation, we would suggest using KFC's style to package with their chicken wrap, as they use a box to contain the sandwich for a longer period. There is a reason why we recommend Ngopi@Kangar use the same way as KFC, we experienced it ourselves as the takeaways became smudgy and ripped. As this occurs, it makes the sandwich quite hard to handle and eat.

5. CONCLUSION

To summarize, founding or maintaining a firm ourselves is a monumental task. It may be challenging, exhilarating, and satisfying, as well as stressful and scary. The same is true for Ngopi@Kangar. Identifying challenges and solutions is a component of company management. A corporation must ensure that they are providing the benefits that its clients desire. Quality encompasses management, technology, and goods. Ngopi@Kangar must achieve both their short-term and long-term goals.

Our findings and discussions have led us to the conclusion that Encik Rizuan will have to add delivery services to customers. These days, offering delivery is one of the best ways to build a client base because some people do not have time to visit the café and buy from there. We are confident that by providing delivery services, Ngopi would become more successful and well-known.

Next, if Encik Rizuan wants to achieve greater long-term results, she has to start investing more in the company's technical infrastructure. We cannot deny that investment in technology benefits a business in a variety of ways, including potentially enhancing productivity, which leads to increased output production and sales.

Lastly, we recommend that Encik Rizuan consider the customer's request. By doing so, we may satisfy their request and ensure that the consumer is happy with our services and products. Ngopi@Kangar might select to create the customer's unique request as one of the menus displayed in the business. As a result, customers are more likely to pick this business as it will satisfy their desires while also making it official. This company might have a recurring customer while also discovering new recipes suggested by the consumer.

6. REFERENCES

Ngopi Kangar | Kangar. (n.d.). Facebook. Retrieved December 11, 2022, from <https://www.facebook.com/ngopikangarperlis/>

NGOPI@kangar (@ngopikangar) • Instagram photos and videos. (n.d.). Instagram. Retrieved December 11, 2022, from <https://www.instagram.com/ngopikangar/>

7. APPENDICES



Figure 2: Ngopi@Kangar business logo



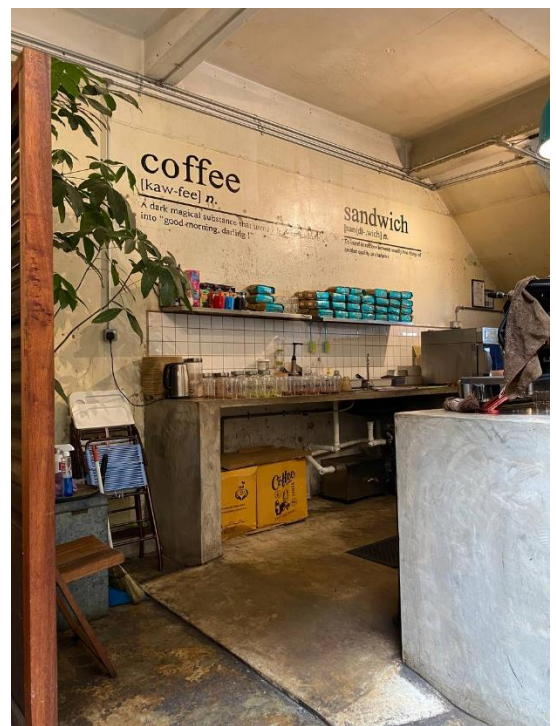




Figure 3: Jalan-Jalan Cari Makan hosted by Nazrudin Habibur Rahman at Ngopi@Kangar on 7 May 2017.



Figure 4: Interview session with the founder of Ngopi@Kangar, Encik Rizuan.



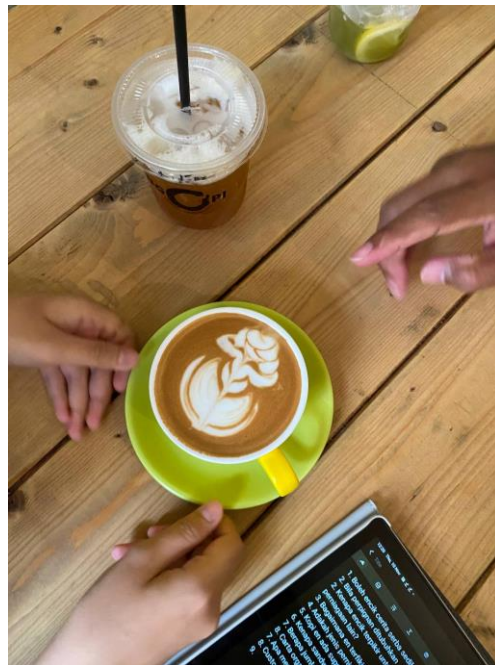


Figure 5: Coffee latte and passion tea given to us for free by Encik Rizuan

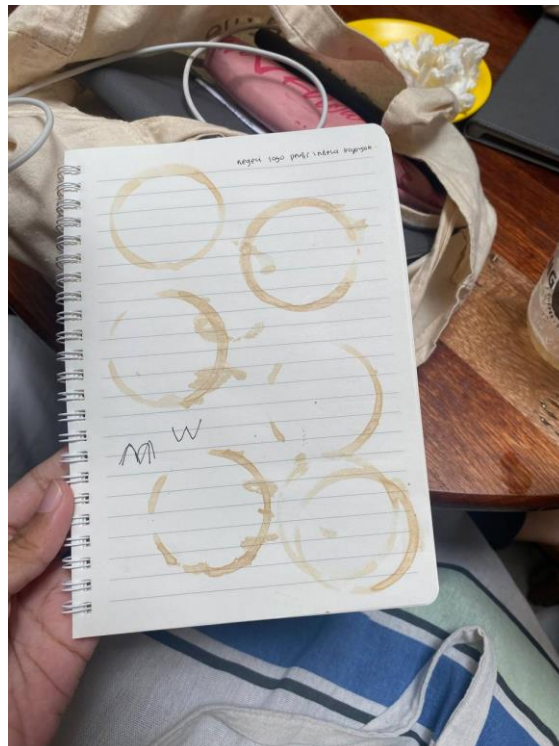


Figure 6: The inspiration came from the bottom of a coffee cup for their logo












Figure 7: We tried these 2 menus Ciabatta Smoky Beef, Croissant Honey Mustard Chicken and Chocolate Roll



BUSINESS MODEL CANVAS

NAME OF COMPANY: NGOPI@KANGAR

ENT530 RBA2434B

<p>Key Partners </p> <ul style="list-style-type: none"> • Strategic alliances non competitors (others cafe) • Ingredients supplier • Coffee supplier 	<p>Key Activities </p> <ul style="list-style-type: none"> • Production of premium quality ingredients • Marketing • Branding • Baristas • Cooking 	<p>Value Propositions </p> <ul style="list-style-type: none"> • No preservative • Premium rate ingredients • Assured quality • Freshly handmade 	<p>Customer Relationships </p> <ul style="list-style-type: none"> • Direct contact • Promotion • Good customer service • Cozy place to hangout 	<p>Customer Segments </p> <ul style="list-style-type: none"> • Local customers (shop) • Events • Students • Coffee lovers • Sandwiches lovers • Food hunters
<p>Cost Structure </p> <ul style="list-style-type: none"> • Employee salaries • Production equipment • Facebook advertisement • Maintenance costs 		<p>Revenue Streams </p> <ul style="list-style-type: none"> • Franchise • Sales from sandwiches and coffee 		
<p>Key Resources </p> <ul style="list-style-type: none"> • Intellectual resource (recipe) • Human Resources (workers) • Equipment and space 		<p>Channels </p> <ul style="list-style-type: none"> • Shop • Advertisement on social media (e.g., Instagram, twitter, Facebook) 		