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**“The purpose of this research is to study the successfully key of mamak restaurant
until monopoly TTDI Jaya, Shah Alam”**

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**REPORT TO BE FORWARDED TO COMMERCE DEPARTMENT AS TO
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REPORT STATUS VERIFICATION

These project reports entitle “ **The Successfully Key Of Mamak Restaurant Until Monopoly TTDI Jaya**”. Has been submitted review and verified as having fulfill the requirements for a project paper as has been stipulated

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Dedication

We dedicate this peace of work on;

Our Parent,

Our advisor,

Our Lecturers,

Our fellow friends,

Who have inspired us through out the research till?

It becomes into a light.

Thank you.

ABSTRAK

Kajian yang telah kami jalankan adalah bertujuan untuk meninjau kunci kejayaan restoran mamak dikawasan TTDI Jaya. Populasi kami adalah daripada kalangan penduduk TTDI Jaya. Objektif utama penyelidikan ini adalah bertujuan untuk mengenalpasti tahap kepuasan pelanggan terhadap restoran mamak, di samping mengenalpasti strategi atau pengurusan mamak untuk menarik pelanggan. Sementara itu, kami ingin mengenalpasti tahap perkembangan yang telah dicapai oleh restoran mamak di Shah Alam dan segala maklumat yang diperolehi adalah dengan menggunakan borang soal selidik. Kajian ini adalah menggunakan kaedah deskriptif. Kami hanya memilih seramai 50 orang responden yang dilakukan secara rawak daripada jumlah keseluruhan sebenar pelanggan restoran mamak di TTDI Jaya. Kami telah mengolah data-data terkumpul dalam bentuk peratusan beserta dengan carta pai dan graf. Kami juga menggunakan program SPSS sebagai pengumpulan keputusan kajian. Dapatan ini menunjukkan bahawa majoriti responden yang kami temui berpuas hati dengan sistem barkod ini dan menginginkan sistem ini digunakan secara berterusan pada masa hadapan.

ABSTRACT

The purpose of this research is to study 'the successfully key of mamak restaurant until monopoly TTDI Jaya. The main objective of this research is to analyze customer satisfaction towards mamak restaurant services at TTDI Jaya, to identify mamak restaurant strategies to attract their customer, besides to identify the level of mamak restaurant progressing achievement in Shah Alam. This study was in descriptive method. Only 50 respondents we choose randomly from totally of TTDI Jaya restaurant customer. Data were obtained from questionnaire. We have arranged our accumulated data by using SPSS (Statistically Package for Social Science). The data also in term of percentage with pie chart and bar graph as our data presentation. The result of this research showed that, majority of the respondents were satisfied with this barcode system and want this systems should be continuously.

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CHAPTER 1

1.0 INTRODUCTION

If you visited Malaysia without savoring its local delicacies, you would be missing out on a truly sensational experience. Regarded as one of the world's most delicious, Malaysian cuisine has its roots in the culinary traditions of its multi-cultural society. Together, this wonderful diversity has created a blend of cuisine that uniquely Malaysian and endless in variety. Primarily consisting of Malay, Chinese and Indian food, Malaysian cuisine also comprises hybrid classes of food derived from cross-cultural influences such as mamak (Indian-Muslim).

Malaysian is adaptable when it comes to food. It is common to see a Chinese having Nasi Lemak while sipping Teh Tarik at a Mamak stall. However, religious restraints do limit eating practices. For example, Muslims are prohibited from eating pork; thus they would only eat in a restaurant that has been certified 'Halal' by the authorities. Since the large arrival of Indian migrants in the 19th century, fiery curries and piping hot breads have made their presence in the Malaysian food scene. Local Indian cuisine can be divided into Northern Indian, Southern Indian and Indian-Muslim (Mamak) cuisine. Northern Indian dishes are mostly meat-based and cooked in yogurt and ghee. Southern Indian cooking contains a liberal dose of coconut, tamarind and curry leaves while Indian-Muslim (mamak) cuisine features rice and vegetables with rich, thick curries.

From those days when the foods with multiple curries were sold from baskets shouldered by the seller from either end of the "kandar" pole, it is now served in air-conditioned restaurants. A favourite with port workers and labourers in those old days, the nasi kandar then moved to stalls in coffee shops and the alleyways, providing cheap, delicious and nutritious food from morn to morn. A specialty of the Indian Muslims fondly called "mamak", the food are also sold in other towns in the country but the name of the shops or stalls would invariably have the "Pulau Pinang" or "Penang" tag to advertise the "authenticity" of the food -- similar to the "char kuey teow" or fried noodles of the Chinese.

The dirty sarong or once-white attires of the nasi kandar sellers, the cheap utensils and broken chairs and stools have now made way for uniformed waiters and waitresses and shinning clean three to five-star restaurants to rival the American fast food chains. Along the way, lovers of the food also have spun "stories" to regale each other. One has it that the dirtier the nasi kandar seller is, the more delicious is the food. Another has it that the "secret" why the curries of a popular joint in Penang island were so good was because they were "recycled" and were as old as the day it started business. But that is because the "founder" of the shop would dish out a bowl of the curry to mix with the fresh pot, which he cooked the next day! Many who had taken the food and found it expensive, also have their own tales to tell. They claimed that when they challenged the seller or "mamak" to a slow recount of the bill, they almost always found it to be lower than the first count!

The popularity of the food lies partly in the fact that it can be eaten by all the races Muslims and non-Muslims --in the country. The other is the "secret" recipe of the Indian Muslims, which can be found nowhere else, not even in India where their forebears come from. According to a local kitchen worker of a popular shop here, their job was to cut and clean but when it comes to cooking, the mamak would take over the task to guard their trade secrets. Some mamak claim that their recipes were handed down from generation to generation.

As the business becomes more competitive, it is no wonder that some have emerged as "giants" with huge capital investments for their chain of shops emerging from Alor Setar to Kuala Lumpur

1.1 Background of study

Any businessman has get to know who his customers are and what they want, who his competitors, and what kind of offer will persuade each customer to buy from him rather than his competitors. In TTDI Jaya the compete are between the malay restaurants and the mamak restaurants. But the truth is the mamak restaurants monopoly this area totally. There are some malay restaurants which are takeover by the mamak restaurants.

From the problems rise, we are trying to survey thew factors of why the malay restaurants are failed to continue their business in TTDI Jaya. It is hoped that the researcher can contribute to the malay entrepeuneus in findings solution for the problem accused.

1.2 Background Of Company

Who knows that 24 years ago, a small stall which situated in the edge of city Kuala Lumpur will expend in around the whole state of Selangor and Kuala Lumpur. Ali's Corner which known as a small stall in Kampung Atap, Kuala Lumpur.

The owner of this stall, Encik Ali bin Habib Rahman admitted the struggles he had to go through when he started his business. The stall which was started with only RM1000 now been developed and have 5 branches all over the state of Kuala Lumpur and Selangor. Encik Ali denied that he has any high education level in business. He only studied until Form 3. This Kedah man does not fear challenges. Among the problem he went through was threatened by the Chinese gangster group. The gangsters a few times had torched his stall but however it does not deter his spirit.

But with his intensity and effort, now he owned 5 branches was started in Subang Hi-Tech, followed by Section 26, Shah Alam, Rawang, and the latest in TTDI Jaya, Shah Alam. "We took 24 years to expand because we wanted to study the market to see how we can become a modern business with a new image," said Pakkirmastan Bin. Abd Rahman, Branch manager of Ali's Corner, one of the biggest and popular mamak's restaurant businesses. Pakkirmastan, said, they are trying to shed the old image of nasi kandar which did not care about cleanliness and hygiene, using old and battered utensils and furniture. Worst of all, is using the bare hands to serve the food! "I am very happy that we have managed to change the old ways as well as image of nasi kandar and many other sellers are emulating us.

" We have renovated or refurbished our restaurants and changed the utensils and furniture to stainless steel, installed air-conditioners, and decorated our premises with lights and so on," he said. Tracing the rise of his family business, Pakkirmastan 45, said his boss moved from Yan, Kedah, to Kuala Lumpur in 1977 and opened "warung" in Kampung Atap in 1977. In 1990, Ali's Corner, expanded the business to Subang Hi-Tech, before opening a branch in Seksyen 20 in 1999. "We still maintain our image and prices at this new restaurant.. "All kinds of accusations were leveled at us, like the restaurant is owned by a Hindu, the chicken were supplied by a non-Muslim, that we used witchcraft to lure customers and the latest being SARS," he said. The rum ours about SARS or Severe Acute Respiratory Syndrome, he said, has caused his business to drop by 30 to 40 per cent.

However, he believed that his customers would continue to patronise his shops because of his quality assurance for customer satisfaction. Knowing that good management is the key to their success, he aims to branch out to Australia. "Before we started, we had thought about introducing a new approach and image to selling nasi kandar with uniformed workers and caps," said Ali's Corner owner, Ali Bin Habib Rahman. He said he did not inherit the business from their fathers like the other operators.

Pakkirmastan said Ali's Corner would be opening a branch in India, and they are looking for a suitable place in Perth, Australia. Like his competitors, they also faced all kind of problems when they launched their business, not least of which is the shortage of workers and slander. Pakkirmastan proudly said each branch serves about 60 different dishes including their house specialties -- fish head curry and the different spicy curries. He said they do not 'recycle' their food because they have so many customers that they have to practice the modern approach of cooking their food once every two or three hours. "We give priority to customer satisfaction because our clients come from different levels of society, different races, from the ordinary people to VIPs," he said. Their prices are the same with every branch except for a few dishes comprising prawns, squids, crabs and fish heads whose prices depend on size and market rate.

1.3 Problem Statement

We always heard about the mamak restaurants, which is very famous to citizen in Shah Alam. The average of the mamak restaurants is everywhere in Shah Alam and sometimes an owner have five shops.



From the observation, the researcher gets a result that is the mamak restaurants are always full and well know especially students. Another big point is this restaurant opened for 24 hours.

They have variety of foods such as roti canai, roti nan, tandori chicken and nasi briyani but some restaurants may prefer western and thai food. That's why the mamak restaurants are one of the best restaurants in here. According to the survey in Shah Alam from 10pm until 2am, there are many customers who visit the mamak restaurants. Sometimes when there is football match live in Astro the customers are in highest level.

This are the main points why many customers choose the mamak restaurants but the problem is what will happen to domestic restaurants. What made this situation? Supposed the owner of the restaurants should be Malay but now it fall to mamaks. They should fight each other's nicely for business however the average of mamak restaurants is higher than the Malay restaurants. These situations are not same when we see five years ago. In all aspects they are the best. With only the best of 'roti canai' and 'teh tarik' they can manage their small stalls until become a big restaurant. This not possible after all. If you see, what would happen if the mamak restaurants are also have variety of foods such as nasi lemak or tom yam with the same taste as the Malay restaurants.

So, the main objective from this research is to know the administration techniques that practice by the entrepreneurs for administration aspect, time management, manpower, financial management and customer services. This study is also emphasize on how mamak restaurant is increasing till is monopoly the TTDI Jaya, area and what are the marketing strategies that they practice whereby they have different cultural customers.

Hopefully, with this knowledge, Malay restaurant entrepreneurs will learn these techniques, so that they can increase their sales too. This is because customers are always right. They will give complaint if they feel the services is not satisfied and at the same time the management has to accept the complaint of the customer to improve their management to increase their performance to provide the good services to customer. The researcher must decide conscientious to looking for the way in improving their services. The customer's perception must be given fully attention because this is the important thing that showing their image on how to manage this business. In this case, when the restaurant provide the good services, automatically the customer will attract with their service

1.4 Main Objectives

The objective of this study is:

- U15 a + PSA*
- student*
- i) **To analyze ~~customer~~ satisfaction towards ~~mamak~~ restaurant services at TTDI Jaya.]**

student *PSA* *student*

Find out the ~~customer~~ feedback on the ~~mamak~~ restaurant services ~~whether their customers~~ give the good feedback or not. Besides that, we need to know their opinion about ~~mamak~~ restaurant services to get more information by helping the research on ~~customer~~ satisfaction.

- ii) **To identify mamak restaurant strategies to attract their customer**

Researcher tries to identify or get to know what kind of strategies that had been used by company to attract more customers to eat at mamak restaurant.

- iii) **To identify the level of mamak restaurant progressing achievement in TTDI Jaya, Shah Alam.**

1.5 Research Scopes

This study covers only the achievement of business by the mamak's restaurant around the TTDI Jaya in Seksyen U1 Shah Alam. The scope of this research are emphasize on the how the management the mamak's restaurant. The analysis of mamak's management focus on the customer's point of view. Ali's Corner is one of the mamak restaurants at TTDI Jaya, Shah Alam. This restaurant provided a variety of menu. We will collect our research information from Ali's Corner at TTDI Jaya. We will make an interview and collect information about customer satisfaction towards mamak restaurant services, feedback and response regarding the issue from the customers who dining at Ali's Corner by giving them a questionnaire.

1.6 Limitation Of The Research

Certainly, there are the problem we are faced of observation are the limitation inherent in qualitative research in general. With direct observation, typically only small numbers of subjects are studied and usually under special circumstances, so their representative ness is a concern.

1.6.1 Time Constraint

Since research take about four month, the time is limited for researcher to carry out the survey.

1.6.2 Difficulties in getting information where normally many of information are confidential

Ali's Corner information closely to be confidential where the company is keeping their privacy policy in order to manage their restaurant.

1.6.3 Difficulties to get co-operation from respondents

Not all respondents will give full-operation. There for it is hard to get information. Beside that, some respondents will very busy or they do not want waste time by answering the questionnaire.

1.6.4 Information given by respondents is not clear

When respondents give a feedback or information on the research, it may be some of it not clear or understood by the researcher. This may get into problems and difficult to do grouping for the wrong information.