

DESCRIPTION OF BUSINESS



Nor Hafizhatul Haq Binti Mohd Ruslan or better known as “Kak Jenab” was born on July 6, 1993 and grew up in Kuantan, Pahang. According to her, her backup name, Kak Jenab, was taken from the name of her cat, Jenab, when she was studying in the United Kingdom. She has continued her studies at the University of Derby, UK in the field of Bsc (Hons) Architectural Technology and Practice. She has established a household with the choice of his heart, Muhammad Hifzan.

The Jenab Cafe is a business that supplies frozen and fried food. This business is located at Ground Floor, A-4108, Jalan Kubang Buaya, 25250 Kuantan, Pahang. According to the owner, the start of Jenab's business, she just rode a motorbike to deliver “tauhu begedil” to her customers. Then after much demand, she delivered by car and now she can afford her own runner's salary. Before she was able to grow his business with opening a cafe, she only works alone to manage her business. It took her 2 years to successfully open her shop which today is known as The Jenab Cafe.



BUSINESS' TARGET GROUPS

A target group is a group of people who have the potential to become customers to a business to sell their products or services. Identifying the target group is very important for someone who wants to run a business to further expand their business to a higher level. Not knowing which target group for a business can result in a lot of money and time wasted.

At the beginning of the opening of The Jenab Cafe, Hafizhatul only targets her customers consisting of individual civil servants or individuals working in an organization because she believes they were able to convey information about The Jenab Cafe quickly among themselves.

After her business grew rapidly, Hafizhatul has added more customers with targeting customers consisting of university students. Her business is indeed moving in line with the passage of time because nowadays, young people have given a lot of influence on social media. Young people are the individuals who use social media the most and social media is certainly easy to attract more customers. She also said, "If I succeed captivating young people, safe for me to say they are people who will help promote my product sales as well my cafe."



BUSINESS HISTORY

At first, she intended to start business because she was too interested in cooking and it is one of her ways release the stress she experiencing. At the same time, she also admitted that she got incredible satisfaction when she able to give others taste the cuisine that she cooks. One of the earliest products she had worked on when she had just ventured into this field are “tauhu begedil” and cheezy chicken spring roll. She got the idea to open this business when she felt for herself the “tauhu begedil” made by his late sister and she was also still unemployed at the time.

In the beginning of the Tauhu Begedil Jenab business that she run, it was full of thorns and thistles because at first, she had to face cynical views from the public because she preferred to do business than work in the field she studied while at university. According to her, if tears of blood can be produced by humans, of course she has cried tears of blood due to the curse and insults of the people. People around her often question the existence of the degree she earned and left her frustrated. The frustration and sadness she experienced increased when during the beginning of her business, she was only able to sell two containers of “tauhu begedil” which is equivalent to RM20.

However, with words of encouragement from her mother, deceased sister and husband, she continued to be enthusiastic and did not give up quickly. Her family members and husband are her backbone and always give encouragement to her especially her late sister. Her late sister was very confident and believed that she would succeed and that is why she never gave up. After two years of doing business at home, her daily sales can reach up to 50 to 60 containers a day and due to the overwhelming response, she has decided to open a cafe selling “tauhu begedil” with the help of workers and machines.

At the beginning of the cafe opening, her two best friends, Muhammad Hasbullah Akhmal bin Hashim and Mohd Helmie Mahmud was always helping her and at the same time she has appointed them as assistant manager. They are responsible in ensuring Hafizhatul's business is on track and keeping her business running smoothly well. They often discuss in the application Zoom because distance is a challenge at between them to stay in touch. Three of them will be in touch almost every day for discuss the issues involved The Jenab Cafe business mainly in terms of markets as well as financial management.

In addition, her family members such as her mother and husband also helped her a lot in managing this business. Azimah binti Mohd is the mother of Hafizhatul is a person who is fully responsible against the quality of all things involves The Jenab Cafe in terms of the quality of the food produced, materials used or energies work that is responsible for producing that food sold by The Jenab Cafe. Her husband helped her a lot in terms of energy before she was able to employ enough employees. Once her business grows well, Hafizhatul has been able to hire workers to further lighten her burden and ensure her business is always running smoothly.

