



UUM
Universiti Utara Malaysia

STID3154 IT ENTREPRENEURSHIP (GROUP B)

ASSIGNMENT 3

**INTERVIEW WITH LOCAL ENTREPRENEURS:
MATCHA MACAM**

PREPARED BY

Group 8

No	Name	Matric Number
1	Muhammad Haikal	283950
2	Reandra Amanargya Aristosabha Triwibowo	283673
3	Abdul Hafiz Bin Ibrahim	284386
4	Saira Sofeya Binti Abdul Harris	284343
5	Syed Muhammad Syahmi Bin Mohamed Nazir	300020

PREPARED FOR

Mr Abdul Razak bin Rahmat

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1.0 Entrepreneur Background

The entrepreneur we have chosen for our report is Mohd Firdaus Haiqal Bin Mat Arof, originally from Besut, Terengganu. Mr. Firdaus was a Bachelor of Science with Honours in Business Mathematics at Universiti Utara Malaysia. He is highly committed to the business sector, and his path has been shaped by a relentless dedication to expertise and understanding.

Throughout his academic and business endeavors, Mr. Firdaus has consistently attempted to deepen his understanding of entrepreneurship. From working as a barista during semester breaks to having a side business in photography/videography, specializing in events such as weddings and convocations, Mr. Firdaus has immersed himself in numerous parts of the business category. His drive and determination have not only sharpened his skills but have also equipped him with important insights into the fundamentals of entrepreneurship. These experiences have played a key role in defining who he is today, leading him to launch his own successful business, Matcha Macam.

Through his diverse experiences and entrepreneurial mindset, Mr. Firdaus demonstrates the life-changing impact of passion, commitment, and continuous learning in the journey of entrepreneurship.

2.0 Business Background

Matcha Macam began its journey in December 2022, making it around 18 months (about 1 and a half years) old as of June 2024. The business is actively selling in Universiti Utara Malaysia, and has quickly become a favorite among the university community.



Figure 1: Matcha Macam's Product, Matcha Latte in a Bottle.

Matcha Macam uses a variety of sales channels to reach its customers, including a cash-on-delivery service, vending through vendors, and participating in special events like university festivals. On regular days, Matcha Macam products can be conveniently found at Tissa and DKG 6, making it easy for students and staff to enjoy their drinks. The business offers a diverse and appealing menu, including Matcha Latte, Matcha Strawberry, Matcha Buttercream, and Chocolate. These drinks are priced between RM7 and RM10 for a 350ml bottle, providing an affordable option for students while maintaining high-quality ingredients and a homemade feel.

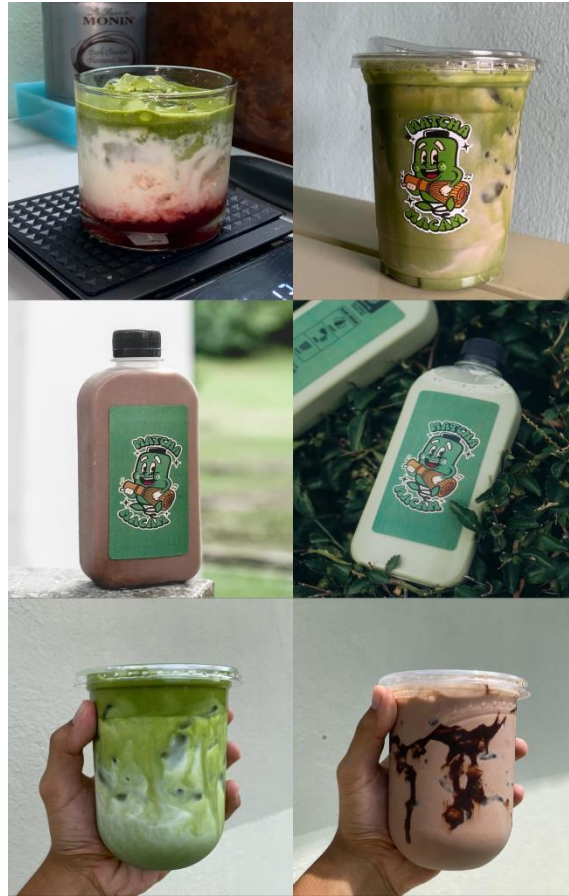


Figure 2: Matcha Macam's Various Products.

The idea for Matcha Macam originated from a friend's suggestion to sell bottled coffee. However, Mr. Firdaus observed that the market was already crowded with bottled coffee vendors and sought to create a unique niche for himself. Inspired by YouTuber Hazim Hamdan, who was one of the pioneers in selling bottled matcha, Mr. Firdaus recognized an untapped market for matcha at Universiti Utara Malaysia (UUM). Believing in the potential of this product, he decided to launch Matcha Macam, offering a refreshing alternative to the common bottled coffee.

Matcha Macam primarily targets students and staff from Universiti Utara Malaysia with a special focus on female students, who represent a significant portion of their customer base. The strategic focus on this demographic has been effective, given the ease of access and the popularity of matcha among young women. The business employs five dedicated workers, including three in production, one in sales, and one in branding. All of these employees are Mr. Firdaus's friends, who share his vision and have played a crucial role in the success of Matcha Macam.

By leveraging his network and fostering a collaborative team environment, Mr. Firdaus has been able to create a thriving business that resonates with the Universiti Utara Malaysia (UUM) community. Matcha Macam's growth highlight Mr. Firdaus's innovative approach and his ability to identify and fill a market gap. The business's commitment to quality and customer satisfaction continues to drive its success and expansion within the university.

3.0 Interview Questions

The questions asked during the interview are as follows. These questions were carefully selected to assess various competencies and attributes of the candidates, ensuring a comprehensive evaluation of their suitability for the position.

1. Mr. Firdaus's business background

Could you provide some information about your background in business, Mr. Firdaus? How did you get started, and what led you to where you are today?

2. Target market

Can you describe your target market for Matcha Macam? Why did you choose this specific market?

3. Promotion and sales

How do you promote Matcha Macam, and what are your strategies for selling the beverage?

4. Inspiration and start of the business

When did you first get the idea to start this beverage business, and who were your references or inspirations?

5. Challenges faced

Every business faces ups and downs. Could you share some of the challenges you have encountered while running Matcha Macam?

6. Strategies to overcome challenges

How do you avoid or strategize to overcome these challenges?

7. Lessons learned

What lessons or insights have you gained from facing these challenges in your business?

8. Advice for new entrepreneurs and students

What advice would you give to those who are just starting a business and to students, in terms of mental and physical preparation?



Figure 3: Interview Session.

4.0 Business Model Canvas

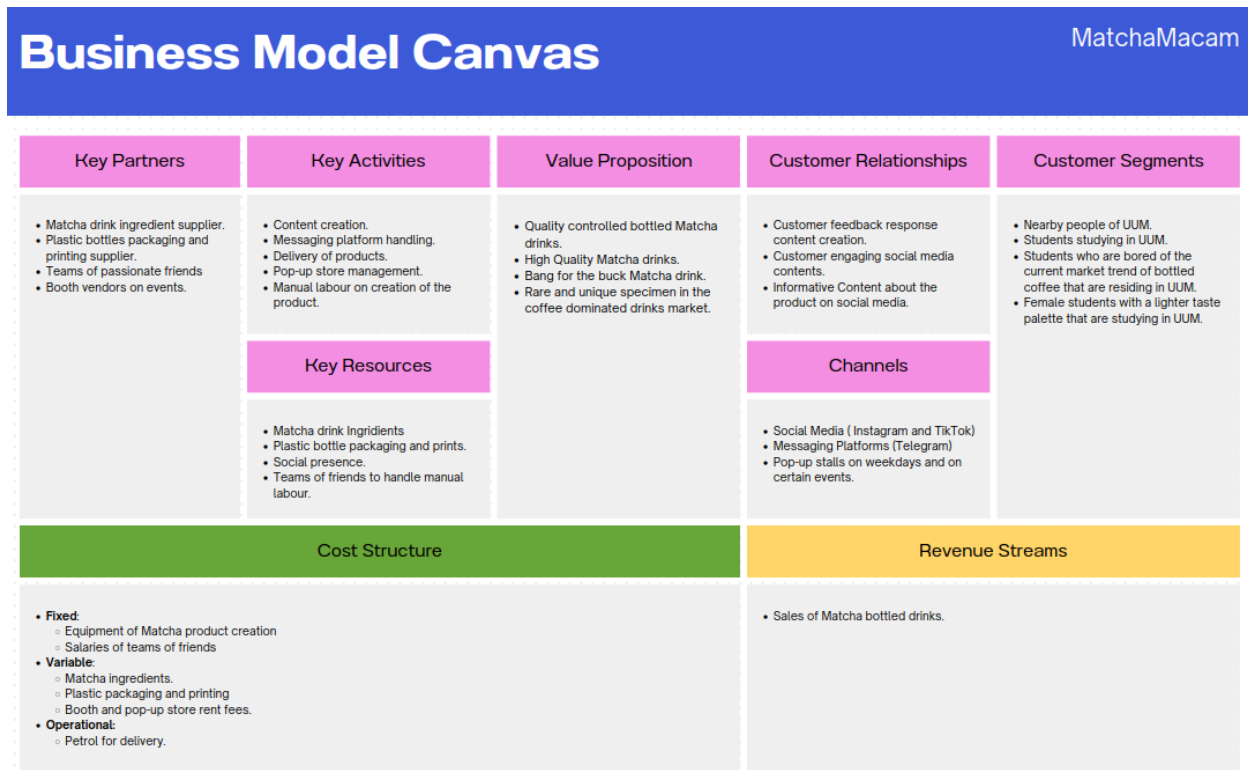


Figure 4: Business Model Canvas of MatchaMacam.

The business model canvas analysis for Matcha Macam reveals its cost-effective nature, primarily attributable to its operational efficiency and the entrepreneurial zeal of its proprietors and team members. Within this canvas framework, several assumptions emerge:

- **Firstly**, significant operational costs for Matcha Macam encompass expenditures on plastic packaging, procurement of matcha ingredients, and fuel expenses associated with product delivery.
- **Secondly**, the revenue stream solely relies on the sales of bottled matcha drinks, implying a heavy dependence on consistent sales to sustain profitability.
- **Thirdly**, given its target demographic of young and tech-savvy consumers, the maintenance of a robust social media presence is pivotal for fostering and sustaining customer relationships.

- **Fourthly**, in the context of an oversaturated market for delivery beverages within Universiti Utara Malaysia, Matcha Macam must distinguish itself through the creation of unique and visually captivating content to capture consumer attention amidst stiff competition.
- **Lastly**, to ensure customer satisfaction and repeat patronage, Matcha Macam must uphold the value proposition and quality standards of its products, thereby enhancing the overall consumer experience and loyalty towards the brand.

5.0 Analysis

5.1 Challenges

The challenges faced by Encik Firdaus in the drinks business are not limited to:

- **Tight Price Competition**

Competing within a market characterized by tight pricing competition poses a significant challenge for Matcha Macam. The need to strike a delicate balance between offering competitive prices while ensuring profitability remains a constant concern, for instance the doubling of its portion and a higher quality yet on a rather low price point compared to other sellers.

- **Competition with the Local Sales of Cafeterias**

Matcha Macam contends with the competition posed by local cafeteria sales, which often provide similar beverage options to university students. Overcoming the convenience and established presence of these cafeterias requires strategic differentiation upon the quality control of its drinks, where to extend the RM10 must worth the money on the quality it has been served.

5.2 Strategies

With the problems at hand, the need of a more focused strategies are needed, those strategies are as follows:

- **Value-Oriented Pricing Approach**

The price point of other regular cafeterias in Universiti Utara Malaysia (UUM) often provides a rather high markup for its quality and quantity produced, this insinuates Mr. Firdaus to create a tighter quality controlled and high quantity per-piece products at a rather low-price point, this strategy makes the student think twice upon where to buy due to its attractive offer.

- **Strategic Social Media Presence for the target market**

Brand awareness of Matcha Macam must be brought to the target market to inform them that the product Mr. Firdaus has created are in a higher quality produced apart from its competitor, it also serves a medium for the customers on to be educated about why it is more worth it than other competitors.

5.3 Key Lessons

The key lessons that were given by Mr. Firdaus on the creation of Matcha Macam are pointed on several points:

- **Every set of problem has its solution**

Mr. Firdaus underscores the adage that every business challenge harbors its solution. For instance, confronted with the formidable challenge of pricing competitiveness amid a saturated market, Mr. Firdaus adeptly navigates this terrain by prioritizing both quality and quantity, even at a modest or comparable price point.

- **Passion is one of the keys to create a sustainable and long-term business**

Mr. Firdaus emphasizes the pivotal role of passion in fostering sustainable, long-term business endeavors. Distinguishing enduring enterprises from fleeting ventures, he contends that sustainable businesses are typically steered by passionate individuals cognizant of the inherent risks of entrepreneurship, rather than by rash impulsivity. Despite the prevailing notion that business creation is neither excessively arduous nor facile, Mr. Firdaus underscores the nuanced balance between ambition and pragmatism in nurturing enduring ventures.

- **Time is key**

Without proper execution or actions by procrastination or fear, the visioned business will never be concrete as it will be slowly devoured by time, a proper action must be started immediately to create the baby-steps on the dreamt business.

6.0 Appendix

You can find the interview session on YouTube at the following link:

https://www.youtube.com/watch?v=vr0oDKiWC3Q&ab_channel=HafizIbrahim



Figure 6: Interview Session with Matcha Macam.

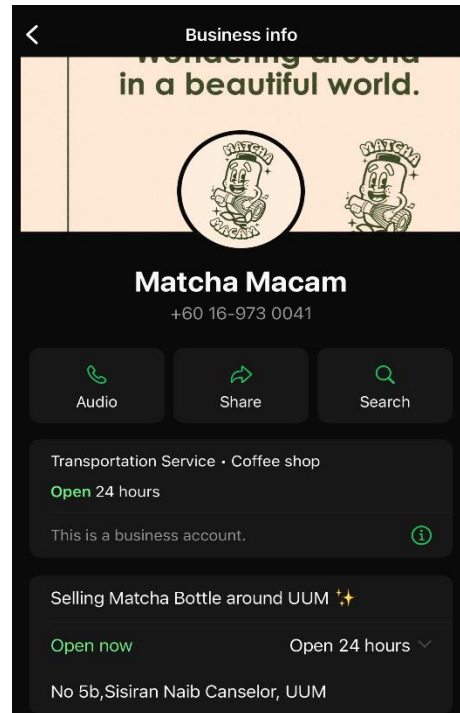


Figure 7: Matcha Macam's WhatsApp Business Contact Number.

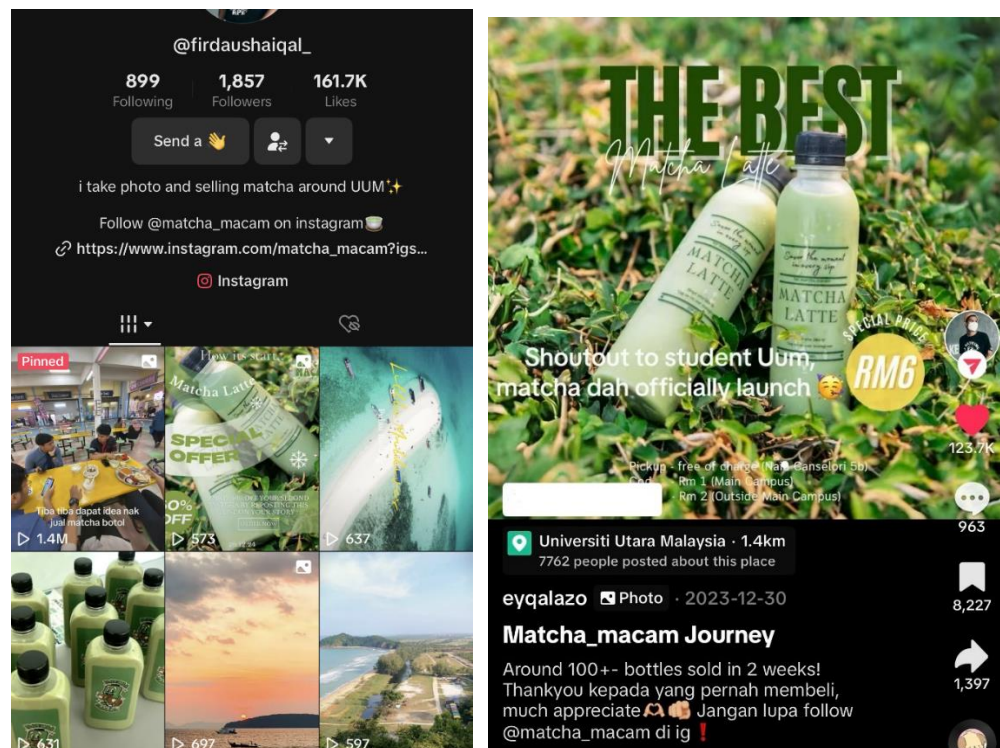


Figure 8: Matcha Macam's Advertisement at Mr. Firdaus Personal TikTok Account

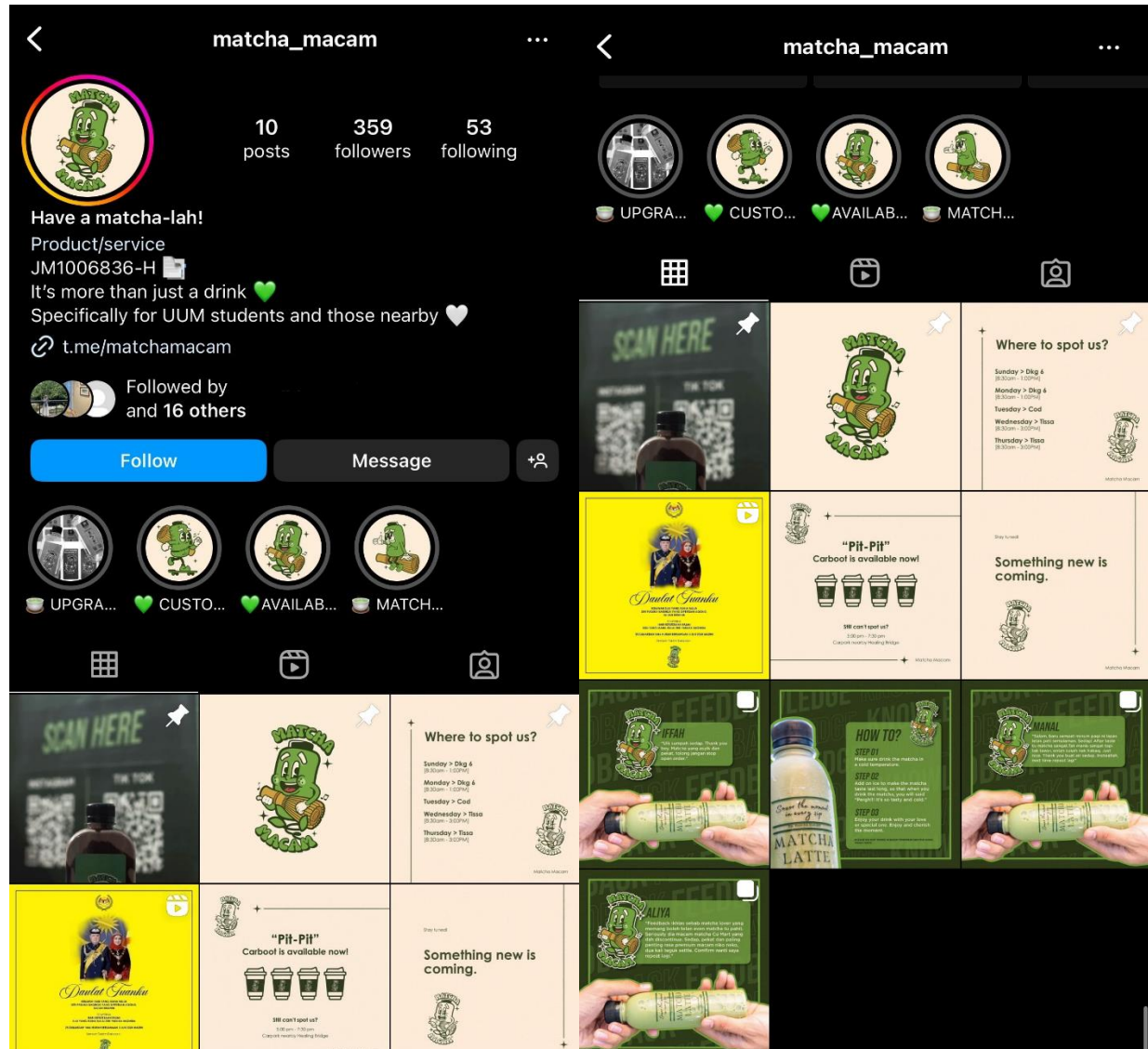


Figure 9: Matcha Macam's Instagram Account