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**UNIVERSITI TEKNOLOGI MARA (UiTM)**



**KUPI BORNEO**

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## **1.0 EXECUTIVE SUMMARY**

Kupi Borneo is a coffee shop founded in March 2023 (known as Kupi Lokal Sabah before undergoing a rebranding to Kupi Borneo a year later) where now operating in two locations in Shah Alam, namely Dataran Shah Alam, Section 14 and Kolej Mawar, UiTM Shah Alam. The business offers a variety of coffee drinks and snacks targeting young people, especially students and government employees such as MBSA. This case study purpose is to identify the main issues faced by Kupi Borneo from an operational and marketing perspective and propose technology-based solutions to keep their business growth.

Among the main issues that are certain are lack of manpower, basic operating systems, and limited experience in digital marketing. The use of a free POS system certainly helps save costs, but there is no efficient inventory and employee scheduling management. Although part-time staff have been trained, the difference in experience levels causes inconsistent taste quality of the drinks. SWOT analysis shows that Kupi Borneo's strengths lie in the use of Tenom Robusta coffee beans, affordable prices, strategic locations, and a customer-friendly approach. Kupi Borneo can update their menus, strengthen their digital marketing to boost their product and at the same time increase their operational efficiency and product consistency by utilizing technologies like self-service kiosks, smart coffee makers, and QR code ordering systems.

## **2.0 INTRODUCTION**

### **2.1 BACKGROUND OF THE STUDY**

The food and beverage (F&B) industry in Malaysia has been shaped due to the changing customer preferences and the increasing need for a dining experience. Local coffee businesses in particular have become increasingly popular because people nowadays look for authentic flavors and space that reflect Malaysia's rich and diverse heritage. These cafes not just offer a cup of coffee but they create a sense of identity and connection to local roots. However, with this growth they often find themselves navigating challenges such as managing limited staff, streamlining day-to-day operation and consistently delivering high-quality products.

Small and growing F&B businesses often run with limited resources, which is the important thing to make their business stay flexible to meet customer expectations. It can be challenging if working within a small team especially during peak hour to maintain a fast service, which can affect the overall customer experience. On top of that, keeping loyal customers requires consistent and thoughtful marketing as it is hard to manage with a limited time and budget. Maintaining product quality also is crucial because sometimes it can give a bad experience to customers if it does not meet their expectations. The technology solutions such as self-ordering systems, digital marketing tools and the coffee machine will give new opportunities for these businesses to improve their efficiency, reach more customers and stay competitive.

This study focuses on Kupi Borneo, a local business that brings the authentic flavors of Sabah's coffee to urban communities in Peninsular Malaysia. As a small yet fast-growing brand, Kupi Borneo represents the opportunities and struggles faced by many local entrepreneurs in the F&B sector. Through an analysis of Kupi Borneo's development and challenges, this study aims to explore technical solutions that can support sustainable growth for small F&B businesses in a competitive market.

## **2.2 PROBLEM STATEMENT**

Coffee have been a go-to drink for most people these days regardless of their age. The café industry has experienced rapid growth over the past few years, and the demands of customers have evolved alongside. In order to keep up with the competition, coffee shops must not just offer quality products, but also be operationally efficient and engaged with their customers through an online presence.

Kupi Borneo, a Sabahan-owned coffee shop with branches at Dataran Shah Alam and Kolej Mawar, UiTM Shah Alam, has been operating for two years and has a loyal local following. However, the business continues to experience many problems that can potentially impact its long-term growth. Despite already using Square POS for sales operations, there are still significant limitations in other areas of management.

Some of the most critical issues are the lack of permanent staff, especially at the UiTM branch that is fully managed by part-time staff. This leads to inconsistencies in the quality of their beverages, service and operation management. The coffee shop is also not equipped with an advanced system for staff scheduling, internal communication between owner and part-time staff, and branch coordination. The team also encounters problems in marketing, particularly content creation and online communication, due to not having any experience in content creating. As a result, Kupi Borneo finds it difficult to attract more customers and improve brand recognition.

To remain competitive in a highly competitive market, it is crucial that Kupi Borneo solves these operational and marketing problems through scalable and creative solutions. Below are the problems that has been identified in this case:

- Lack of permanent staffs
- Basic POS system with limited functionality.
- Weak digital marketing and content creation.
- Inconsistent service quality between branches.

## **2.3 PURPOSE OF THE STUDY**

The aim of this case study is to identify and examine the operational and marketing challenges currently faced by Kupi Borneo, a small local coffee shop in Malaysia. This includes looking into problems related to staffing, digital marketing efforts, customer service, and the use of technology in daily operations. Kupi Borneo was chosen due to its active presence in the local F&B scene and its potential to grow with the right improvements.

This case study will use a SWOT analysis to evaluate the business environment and internal issues affecting performance. Kupi Borneo is currently facing a few important challenges. These include depending too much on part-time staff, using a POS system that doesn't really meet their needs, not being active enough online, and having uneven service at different locations. All of these problems are affecting how well the business runs and how customers experience the brand.

Solutions will be proposed to improve staff structure, upgrade technology, strengthen digital marketing efforts, and maintain consistent service standards. These improvements aim to help Kupi Borneo operate more effectively, improve customer satisfaction, and stay competitive in the growing Malaysian coffee shop market.

By carrying out this case study, Kupi Borneo is expected to benefit from practical strategies that enhance its overall service quality and business sustainability in the long term.

## **3.0 COMPANY INFORMATION**

### **3.1 BACKGROUND**

#### **Mission**

- Serving fresh and delicious coffee and ensuring customers are satisfied with our product.
- Also ensure that coffee and non-coffee lovers can consume our products especially coffee.

#### **Vision**

- Kupi Borneo became a cafe that will be the first choice of Malaysians and a famous coffee leader all over the world.

#### **Objective**

- Be the main distributor of Sabah Coffee in Peninsular Malaysia.
- To have more than 3 branches in 5 years.

Kupi Borneo is a small locally developed coffee business founded by two young entrepreneurs from Sabah in March 2023. The business initially operated under the name Kupi Lokal Sabah, with the purpose of selling Tenom coffee, which is a well-known type in Sabah, to consumers in Peninsular Malaysia where it remains largely obscure.

Kupi Borneo has a small but growing presence. They have got a spot in Shah Alam, and two more branches which are at Dataran Shah Alam and the other at Kolej Mawar, UiTM Shah Alam. On top of that, they still go to events with their booth setup.

One of the things that makes Kupi Borneo stand out is the coffee itself. The owner brings in beans from Tenom Sabah, a place known for its strong Robusta beans and its deep-rooted coffee culture. Tenom is the capital of the Tenom District in the Interior Division of Sabah, Malaysia which is the first district that has a coffee factory. The owner is proud of where it comes from, and sharing that taste is a big part of why Kupi Borneo exists in the first place. It is not about being fancy, just bold, authentic coffee with a story behind it.

Even though Kupi Borneo focuses on coffee, the team also makes sure to serve non-coffee drinks for people who want something else, which helps

especially around student areas. At its core, Kupi Borneo is not just a place to grab a drink. It is about sharing a bit of the Sabah taste of a coffee cup at a time.

### **3.2 ORGANIZATION STRUCTURE**

<b>Position</b>	<b>Name</b>	<b>Responsibilities</b>
Owner	Eizzan Mishra binti Borhan	Responsible for setting vision and strategic direction also overseeing financial management, making business decisions, or partnership opportunities. Owner also responsible for monitoring the performance of both branches.
General Manager	Mohd Ruzaini bin Rusli	Responsible for overseeing the daily operations across both branches , also maintaining service standard, managing inventory and vendor coordination.
Part-time staffs	To be assigned every semester	Responsible for ensuring smooth operations at Kupi Borneo UiTM branch.

### **3.3 SERVICES**

Kupi Borneo is dedicated to providing a great cafe experience by grabbing a coffee in the morning before work, catching up with friends after class or just wanting to relax . With the combination of strategic location, convenient services options, seamless transaction system and a thoughtfully curated menu, this cafe is carefully designed to cater to a wide range of customers, including students, working professionals, casual visitors, and

coffee enthusiasts. By focusing on comfort, efficiency, and making customers feel truly valued, Kupi Borneo strives to turn every visit into more than just a quick stop as it becomes a pleasant and memorable part of the day.

First and foremost, Kupi Borneo currently operates two outlets , one in Dataran Shah Alam and the other at Kolej Mawar, UiTM Shah Alam. The Dataran outlet is a prime location right in the heart of the city that is easily accessible from main roads, nearby homes, and business areas. This strategic location attracts a diverse range of customers, including teenagers exploring cafes, young adults socializing late into the night, tourists seeking a relaxing coffee break, and even MBSA employees who want to relax their minds by grabbing a coffee. On the other hand, the Kolej Mawar outlet offers comfortable space among UiTM students because it is a familiar go-to for late-night study sessions, group discussions, or simply wanting a chit-chat with friends after a long day .

In addition, Kupi Borneo provides two primary services options to its customers, dine-in and take-away. Those who want to enjoy their drinks and snacks at the cafe , the space is thoughtfully designed to reflect the cultural identity of Sabah. For customers who are in a rush or prefer the comfort of enjoying their beverages elsewhere, the take-away option offers a quick and convenient alternative. This flexibility ensures that Kupi Borneo can meet the needs of a wide range of customers, whether they are looking to unwind at the cafe or grab their favorite drink on the go.

Furthermore, Kupi Borneo uses a Square POS (Point of Sale) system to manage the order efficiently. The system offers a user-friendly interface , where the menu items are preloaded with their respective prices on an iPad that they were used on. When a customer places an order, the owner can simply tap on the items from the menu screen, and the system will automatically calculate the total price. This system helps the business to streamline the ordering process even with limited staff.

Moreover, Kupi Borneo's menu is crafted to bring the authentic taste of Sabah to its customers, with signature drinks like Kupi Borneo. Other than

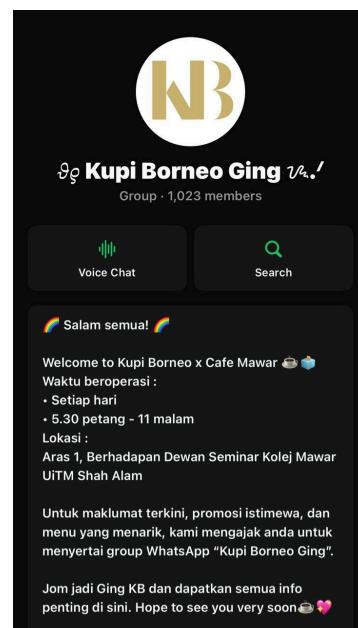
that, Matchaberry, Thai Green Tea, and Chocolate Butterscotch also become the most popular choices and most repeated orders among loyal customers. Using distinctive flavors and quality ingredients, Kupi Borneo aims to offer more than just a drink; it is about creating an experience that makes customers remember. To complement their drinks, the cafe also offers a selection of snacks and desserts, giving customers more options to enjoy alongside their drinks .

### **Below are the menus of Kupi Borneo :**



### **3.4 BUSINESS, MARKETING & OPERATIONAL STRATEGY**

At Kupi Borneo, the digital marketing strategy they carry out is by promoting their coffee brand using social media platforms such as TikTok, Instagram, and WhatsApp. Through TikTok and Instagram, content in the form of short videos and menu pictures displayed at their premises, their product promotions, and customer reviews are shared consistently to attract the attention of the public including young people, students, and working people. In addition, through WhatsApp, the marketing strategy is optimized by targeting WhatsApp groups such as student groups from UiTM Shah Alam and government employees such as MBSA. These groups are used as the main channel for Kupi Borneo to deliver their café announcements such as exclusive promotions, new menu announcements, and special offers with the aim of building close relationships with local customers.



Among the WhatsApp groups created by Kupi Borneo for their customers at UiTM Shah Alam to promote their products.

Word of mouth marketing is also used in marketing Kupi Borneo products where marketing has proven its effectiveness in building public trust in Kupi Borneo, including when product recommendations are recommended by close family, colleagues, students, or any individual who has tried coffee products from Kupi Borneo. With that, the combination of digital approaches

and social networks of the surrounding community can increase brand awareness and at the same time the number of daily customers who buy coffee drinks from Kupi Borneo increases consistently.

In terms of strategic operations, Kupi Borneo ensures that the process of preparing drinks and food can run smoothly by maintaining the quality of taste and speeding up the preparation time of food and drinks. Thus, the combination of digital strategies and operations can increase brand awareness and the number of daily customers who buy coffee drinks from Kupi Borneo increases consistently, leading to a community that is loyal to Kupi Borneo.

### **3.5 FINANCIAL ACHIEVEMENT**

Kupi Borneo's (KB) financial achievement was seen when they managed to open their first café at Kolej Mawar UiTM Shah Alam, since they used to only have a stall beside the road. The café's opening shows that Kupi Borneo has experienced growth in its business. The factors that contributed to Kupi Borneo's (KB) financial achievements come from two categories: event sales and shop sales. KB has managed to stabilize its income from its shop sales and improve its income from the event sales.

As a result, they managed to open their second café, which is located at Section 14, Dataran Shah Alam. As for now, the KB's owner mentioned that they have seen an increase in sales every time they joined any event, but there has been no movement on the sales chart from their first café at Kolej Mawar, UiTM Shah Alam. They manage to make sales every day at their first café, yet the sales chart remains static compared to their second café at Section 14, Shah Alam. This financial stability reflects that Kupi Borneo managed to gain more recognition from others and is also loved by its existing customers.

Then, Kupi Borneo also started updating their menu by including some snacks and desserts to be served alongside the beverages. The ability to introduce something new into their menu shows that Kupi Borneo has achieved significant financial stability and is ready to upgrade its services to another stage. The gained recognition from the customers has helped Kupi

Borneo to spread its wings and upgrade the business services to satisfy the customers' request.

## 4.0 COMPANY ANALYSIS

### 4.1 SWOT ANALYSIS

	POSITIVE	NEGATIVE
INTERNAL FACTOR	STRENGTHS	WEAKNESS
	<ul style="list-style-type: none"> <li>• Uses special Robusta coffee beans grown in Tenom</li> <li>• Kupi Borneo , their signature drink that gained popularity among customers</li> <li>• Strategic branch locations</li> <li>• Affordable pricing</li> <li>• Positive mouth-to-mouth marketing</li> <li>• Operated by passionate owner and hardworking team</li> <li>• Team is capable of managing daily tasks efficiently</li> </ul>	<ul style="list-style-type: none"> <li>• Limited number of permanent staff</li> <li>• UiTM branch is fully managed by part-timer, leading to service and quality inconsistencies.</li> <li>• Relies only on a basic Square POS system</li> <li>• Lacks of digital marketing skills</li> <li>• No formal staff scheduling</li> </ul>
EXTERNAL FACTOR	OPPORTUNITIES	THREATS
	<ul style="list-style-type: none"> <li>• Unique product offering which is the Tenom coffee from Sabah</li> <li>• Growing demand for specialty and artisanal coffee experiences</li> <li>• Strategic locations that targeting workers and students</li> <li>• High potential in digital marketing</li> <li>• Expansion opportunities</li> <li>• Increasing local support for homegrown Malaysian brand</li> </ul>	<ul style="list-style-type: none"> <li>• Highly competitive coffee industry</li> <li>• Risk of losing customer loyalty</li> <li>• Dependence on part-time staff</li> <li>• Negative customer reviews</li> <li>• Weak digital marketing</li> </ul>

## **Strength**

Kupi Borneo has some strengths that give to its identity and appeal. First and foremost, this coffee shop uses special Robusta coffee beans that are grown in Tenom, also known as the "town of coffee" in Sabah. They imported this coffee beans all the way from Sabah to Selangor so that their drink have a unique cultural and regional flavor to its offerings. Not to forget about their signature drink, Kupi Lokal Sabah, which has become a customer favorite.

Both branches are located in strategic areas, which are at Dataran Shah Alam and Kolej Mawar, UiTM. For the outlet at Dataran Shah Alam, being the only coffee shop that's open really attracts those customers who want an affordable coffee drink to go, while the outlet in UiTM Kolej Mawar benefits from students who live there.

The price of the current beverages that they put on the menu, ranging from RM5 to RM10 for a 16 oz. cup and RM7 to RM12 for a 22 oz. cup, makes them affordable for everyone, especially students. Kupi Borneo also benefits from positive word-of-mouth and support from loyal local customers.

Despite only having a small team, this business runs efficiently thanks to a passionate and dedicated owner, hardworking staff, and the use of a Square POS system that helps with the daily operations even though it was just a basic Square POS.

- **Weakness**

Despite its strengths, Kupi Borneo is faced with some internal challenges that hinder its business growth. The coffee shop has few permanent staff members, such as the owner and a general manager. This does not enable it to efficiently operate both branches.

The UiTM branch is entirely operated by part-timers, but since direct communication and frequent training are lacking, it tends to suffer from inconsistency in customer service and customer experience as a whole. Additionally, the business of the company relies solely on a basic POS with no added features such as inventory control, staff management, and business analytics.

In addition, the team does not have the content creation expertise and resources, leading to a poor online presence and excessive dependence on word-of-mouth marketing. Lack of a proper staff scheduling system also leads to inefficiencies in shift and team availability management.

- **Opportunities**

Kupi Borneo has a lot of exciting opportunities ahead, especially on how unique and meaningful their main product is. Their coffee, made from Tenom Robusta beans, brings a rich heritage from Sabah that most cafés in Peninsular Malaysia do not offer and this makes them stand out easily in a crowded coffee market. With more Malaysians nowadays seeking authentic, speciality coffee experience, Kupi Borneo has a perfect product and great position to capture this rising demand .

On the other hand, their two locations are very strategic , one near some government offices and busy areas in Dataran Shah Alam and another at UiTM's Kolej Mawar where it gives them direct access to thousands of students who love discovering affordable coffee and new cafés. They are targeting a wide market ranging from working professionals to students.

As we know, social media provides huge untapped potential. Kupi Borneo's products are already visually appealing and can easily be promoted through creative content on TikTok, Instagram and some collaborations with student influencers. This can also cut Kupi Borneo's cost where they can just use students instead of celebrities to promote their café. Building a stronger digital presence could help them reach new customers faster.

For the long run, Kupi Borneo can expand beyond retail sales. They can start selling Sabah coffee beans to other cafés or launch bottled coffee products like cold brew that can tap into new customer segments. As nowadays Malaysian loves to support local businesses, Kupi Borneo has a strong opportunity to grow their brand recognition, not just in Shah Alam but across Malaysia in the future

- **Threats**

Despite all that Kupi Borneo has to offer, challenges also await them that they should be mindful of. Malaysia's coffee market in Shah Alam and the Klang Valley is full of the proliferation of newly opened coffee shops daily. Kupi Borneo can expect to encounter other and even larger brands with greater advertising muscle and customer bases to compete with if it did not innovate continuously.

Aside from that, customer loyalty is also at risk especially among students and other youths who constantly want to experience the latest trends. Should a trendier and cheaper coffee parlor open beside them, Kupi Borneo can expect to lose some of their frequent patrons.

Operational problems pose another risk factor. With part-time workers playing such a huge role in the UiTM campus setting, customer satisfaction and long-term reputation can be affected negatively by inconsistencies in the level of services provided. Unreliable taste, slow and unimpressive experiences can spread easily through word of mouth or customer feedback on the internet.

Lastly, limited internet market experiences by Kupi Borneo will be to their disadvantage. Unless they shape up in the internet market, it will be difficult to acquire more buyers, particularly with other business ventures relying heavily on the use of social media to grow businesses faster. Kupi Borneo should thus be cautious and align product and delivery business continuity with the speed of marketing to survive in a competitive and fast-paced business environment.

## **5.0 FINDINGS OF PROBLEMS**

Based on the company analysis conducted through observations and informal interviews, one of the problems that Kupi Borneo faced was regarding workforce limitations , leading to a significant operational challenge. The business is managed by the owners themselves at the Dataran Shah Alam outlet and only one part-time manager at the Cafe Mawar branch in UiTM Shah Alam. This lack of manpower makes a heavy burden on the owner, especially during peak hours, because they need to handle customer service, drink preparation, and overall operations on their own. This situation can lead to unsatisfied customer experiences due to slow service and increase their waiting time.

To manage their sales, Kupi Borneo used the free version of the Point-of-Sales (POS) system. The free version of the POS system is suitable for managing a small business like Kupi Borneo. The free POS system function is to record the sales, process the payment, and generate a receipt. However, there are some limitations in the free version compare to the paid version of the POS system where the paid version of POS system offers features such as inventory management, customer relationship management (CRM), sales reporting and analytics, employee management, order management, table, menu, and multi-location management, integration with other systems, marketing and promotions, and also security. The limitation in the free version POS system, especially in terms of security, can lead to business vulnerabilities. “Vulnerabilities in Point-of-Sale (POS) systems pose significant risks to businesses.”(Sylvanus & Bupo, 2024, p.2)

In addition, Kupi Borneo needs to address the inconsistent quality of their products at their second branch at Kolej Mawar, UiTM Shah Alam. This comes after customers who visited the Kolej Mawar branch complained about the taste of the coffee drink, saying it was too bitter and not sweet enough, according to customer feedback. This is due to their part-time workers, some of whom operate at the Kolej Mawar branch, some of whom have no experience in making coffee drinks. In addition to the lack of customer satisfaction, the lack of consistency in taste and product quality can also affect Kupi Borneo's reputation, especially with their regular customers, including UiTM residents.

Moving forward, one of the biggest marketing problems Kupi Borneo faced is the inconsistency of its promotions players because of shortage of staff. Since they are stretched thinly, the team's energy is mostly used on running the day-to-day including making drinks, managing and serving customers. As a result, marketing work like social media posting, content creation and promotions are done sporadically or simply not at all. This convention also deprives Kupi Borneo the opportunity to create name recognition, pull in new customers and retain existing ones in a saturated market where a strong online presence is everything.

## **6.0 DISCUSSION OF SOLUTIONS**

To address the workforce limitation at Kupi Borneo, we can implement a self-ordering system using QR code integration. Each table would have a QR code so that customers can scan it with their phones to access a digital menu. They can browse the available drinks and desserts, place their orders, and make payments without needing to queue at the counter. This will help owners to focus on preparing the customer's orders and reduce the waiting times for customers. Once an order is placed, the orders will appear on the iPad linked to the Square POS system that is being used by Kupi Borneo. Owners can mark the order as completed once ready, and customers can be notified through a small digital screen and speaker that announces their order number to pick up their order. The system also supports multiple payment options, including credit/debit cards, Apple Pay, and Google Pay, or for those that prefer to pay at the counter, it also has a "cash" option. With this system, Kupi Borneo can serve customers faster and more efficiently even with a small team.

Another effective technology solution to help Kupi Borneo manage its limited workforce is by introducing a self-service kiosk system. Customers can easily place their own orders through a touchscreen kiosk and browse the digital menu to select their drinks and snacks. They also can pay directly at that kiosk using cards or e-wallet options. For those who prefer to pay with cash, the kiosk also offers a "Pay with Cash at Counter" option. After they completed their order the system prints out a receipt with a unique order number and the total amount. Once the order is placed , it is sent directly to Kupi Borneo's Square POS system so that the owner can receive the orders and can begin preparing the drinks or snacks right away. When the order is ready, the customer's order number will be shown on a digital screen and announced using a speaker system, making the pickup process smooth and clear. With this system, it allows customers to manage their orders on their own and can help owners to reduce the manual workload, making it a smart and efficient solution for Kupi Borneo's operations.

To overcome this problem, especially regarding the POS system security, we would suggest that the Kupi Borneo management should invest a little in upgrading their POS system by subscribing to a paid POS system. This would be the best solution for this problem. However, they could also prevent the problem by following

the basic security steps, which include strengthening their device and network. This method can be done by ensuring the device used to run the POS system is fully used for business purposes and is not used for browsing or downloading any untrusted software. Other than that, they should use a strong device password to protect the device. They could also enable other steps for authentication, such as biometric or face recognition, if available. Next, they should also use a secure Wi-Fi network and create a separate Wi-Fi network for business operation, if possible. Lastly, it would be best to regularly update their device operating system to ensure that the device is up to date with the latest security patches.

In addition, to solve the problem of product taste quality at Kupi Borneo, the initiative to use the Internet of Things (IoT) is applied through the use of a smart coffee machine based on a research project as presented in the 2024 5th International Conference on Communications, Information, Electronic and Energy Systems (CIEES) by Genkov and Manchev. This coffee machine uses a primary controller such as Raspberry Pi and secondary controllers such as Arduino Nano to control the operation of preparing coffee drinks based on Kupi Borneo's recipe standards, including the measurement of coffee powder, hot/cold water, milk, sugar, and water temperature. Workers only need to press the touch screen display to select a menu such as "Kupi Borneo", and the machine will automatically prepare the drink without the need for complex manual settings. In terms of quality control, this system allows for the coordination of coffee taste across all branches, regardless of which employee is operating the machine. Through an Internet connection and the use of a VPN, Kupi Borneo management can remotely monitor machine performance, check machine status logs, detect errors or shortages of ingredients such as coffee powder and milk, and receive automatic reminders for refills. This allows the management of Kupi Borneo to take quick action in the event of any customer complaints and at the same time can increase customer satisfaction and ensure that product standards are maintained at all locations including at Kolej Mawar, UiTM Shah Alam. With this, this initiative can bear fruit in the use of IoT in the food and beverage industry.

To overcome the shortage of manpower affecting marketing, Kupi Borneo should consider technology-driven solutions that make digital marketing easier and more efficient, even for a small team. One of the best ways to do this is through

AI-driven technologies and a digital content management platform. For example, thanks to tools like Canva Pro they don't have to be expert graphic designers to produce visually striking videos and social media posts. And apps like Hootsuite or Buffer can help in scheduling posts, making sure their content is constantly refreshed on WhatsApp, Instagram and TikTok. They can also follow the most successful content types with the basic analytics in the Meta Business Suite to focus team members on tactics that grow engagement. And with the right technology, even without a full time digital marketing guys on their team, Kupi Borneo could step up their marketing effort.

## **7.0 REFERENCES**

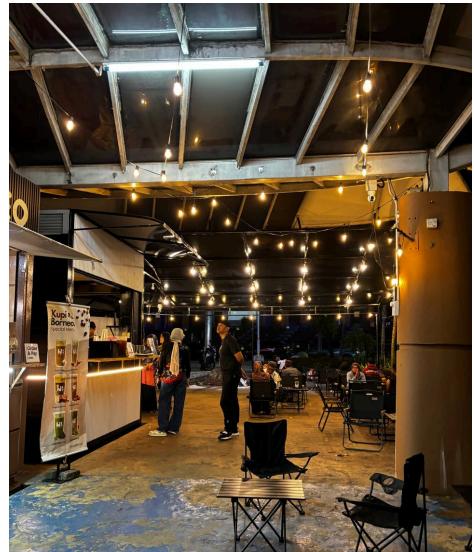
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## 8.0 APPENDICES

- Interview face-to-face with Encik Mohd Ruzaini bin Rusli



- Dataran Shah Alam outlet



- Kolej Mawar,UiTM Shah Alam outlet



- University Event

