

# **FREE WIFI AS STRATEGIC COMPETITIVE ADVANTAGES FOR FOOD OUTLET**

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By

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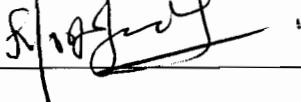
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## **ABSTRAK**

Industri permakanan in Pulau Pinang telah pesat membangun, selaras dengan pertumbuhan ekonomi di negeri tersebut. Untuk menjamin persaingan dan juga keuntungan, setiap pengusaha pemakanan telah menggubal strategi tersendiri . Porter's lima kuasa model mengemukakan lima kuasa yang boleh menjejaskan persaingan di setiap industri, termasuk industri pemakanan. Lima kuasa tersebut ialah kuasa penawaran pembekal, kuasa penawaran pelanggan, ancaman pengusaha baru, ancaman pengganti dan siangan antara musuh. Kelima-lima kuasa tersebut dianalisa dan dikaitkan dengan pengusaha pemakanan di Pulau Pinang yang menawarkan WiFi secara percuma.

Dua fasa analisa dijalankan untuk mengumpul maklumat secara kualitatif. Fasa pertama melibatkan tinjauan dan pemerhatian di kawasan tertumpu. Fasa kedua melibatkan wawancara dengan pengurus restoran yang dikenal pasti dari fasa satu untuk meneliti lebih mendalam mengenai perkhidmatan WiFi percuma dan menghubung kepada Porter's model. Wawancara dengan pelanggan restoran tersebut juga dibuat untuk mengenal pasti kesahihan jawapan daripada pengurus.

Daripada analisis yang dibuat, jelas ia menunjukkan bahawa dengan memberi perkhidmatan WiFi secara percuma kepada pelanggan, khususnya apabila kumpulan sasaran pelanggan yang menjadikan WiFi sebagai salah satu kriteria, keuntungan melebihi 50% kenaikan boleh dicapai.

Penyelidikan yang dibuat boleh dijadikan sebagai rujukan kepada pengusaha makanan yang lain yang belum lagi mempunyai strategi untuk menghadapi saingan masa depan. Dengan memahami Porter's model, aplikasinya bukan setakat boleh digunakan untuk mencapai persaingan strategik untuk pengusaha makanan di Pulau Pinang, malah di seluruh pelusuk dunia.

**Kata Kunci: Porter's model, WiFi**



## **ABSTRACT**

The food industry in Penang has been growing in tandem with development within Penang state. To remain competitive, each food outlet is adopting its own strategy in order to secure their return on investment and profitability. Porter's five competitive forces model layout five forces which can affect any industry, inclusive food industry. The five forces are bargaining power of supplier, bargaining power of customer, threat of new entrants, threat of substitutes and competition among rivalries. Each of these forces is being analyze and link to food outlet within Penang whom offers free WiFi services to their customers. Assessment is being done using Porter's model in order to find out whether such strategy is benefiting the food outlet in terms of staying competitive compare to their rivals.

Two phases of data collection by using qualitative methodology are being planned and role out in order to achieve the objectives of this research. The first phase will be covering survey and observation done on three regions within Penang state while the second phase will be covering interview with identified food outlet's manager. Cross interview with the food outlet customers will be done in order to establish the Porter's forces strength matrix.

Result has shown that by that offering free WiFi to meet the customers' needs, it can help to generate revenue increase of as high as 50% thus ensuring the food outlet to stay competitive. This is more visible when dealing with case of food outlets at same area are targeting the same group of customers as what had been observed in this research.

This research provides a good reference to other food outlets that yet to adopt any strategy in order to stay competitive. With proper analysis of the overall business environment and utilizing Porter's model, free WiFi can be used as strategic competitive advantage for any food outlets in Penang and beyond.

**Keywords: Porter's five competitive forces model, WiFi**

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# **CHAPTER ONE INTRODUCTION**

## **1.1 Overview**

Penang has always been a heaven for food industry. The development of Penang has brought along development of food industries within the state itself. With booming of food outlet in Penang, each and everyone is competing on capturing market share, thus increase its return on investment and profitability. Various types of food outlet can be seen everywhere within the state itself with consumers having so many choices to choose from. In order to be competitive among rivals, each and everyone has its own strategy in order to win against its rivals. One phenomenon that has been observed is providing free WiFi to their customer. From fast food chain outlets, such as McDonald's to Nasi Kandar and now, even food court is providing free WiFi. Hence, this research intends to understand this phenomenon of providing free WiFi in relation to strategic competitive advantages by using the Porter's Five Forces Competitive model.

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