FREE WIFI AS STRATEGIC COMPETITIVE ADVANTAGES FOR FOOD OUTLET

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TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMISSION TO USE</td>
<td>I</td>
</tr>
<tr>
<td>ABSTRACT (BAHASA MALAYSIA)</td>
<td>II</td>
</tr>
<tr>
<td>ABSTRACT (ENGLISH)</td>
<td>IV</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>VI</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>VII</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>VIII</td>
</tr>
<tr>
<td>CHAPTER ONE: INTRODUCTION</td>
<td></td>
</tr>
<tr>
<td>1.1 Overview</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Problem Statement</td>
<td>2</td>
</tr>
<tr>
<td>1.3 Objective</td>
<td>3</td>
</tr>
<tr>
<td>1.4 Scope of Research</td>
<td>4</td>
</tr>
<tr>
<td>1.5 Significance</td>
<td>4</td>
</tr>
<tr>
<td>CHAPTER TWO: LITERATURE REVIEW</td>
<td></td>
</tr>
<tr>
<td>2.1 Introduction</td>
<td>6</td>
</tr>
<tr>
<td>2.2 Porter’s Five Forces Competitive Model</td>
<td>7</td>
</tr>
<tr>
<td>2.2.1 Bargaining power of suppliers</td>
<td>9</td>
</tr>
<tr>
<td>2.2.2 Bargaining power of customers</td>
<td>9</td>
</tr>
<tr>
<td>2.2.3 Threat of new entrants</td>
<td>10</td>
</tr>
<tr>
<td>2.2.4 Threat of substitutes</td>
<td>11</td>
</tr>
<tr>
<td>2.2.5 Competitive rivalry</td>
<td>11</td>
</tr>
<tr>
<td>2.3 WiFi Technology</td>
<td>12</td>
</tr>
<tr>
<td>2.4 WiFi Development in Malaysia and Penang</td>
<td>13</td>
</tr>
<tr>
<td>2.5 Food Outlet</td>
<td>14</td>
</tr>
<tr>
<td>2.5.1 Fast food</td>
<td>14</td>
</tr>
<tr>
<td>2.5.2 Casual dining restaurant</td>
<td>15</td>
</tr>
</tbody>
</table>
2.5.3 Café

2.6 Application of Porter’s Five Forces Model in Various Industry

CHAPTER THREE: METHODOLOGY

3.1 Introduction 18
3.2 Phase One 18
3.3 Phase Two 19
  3.3.1 Interview 19
  3.3.2 Observation 19
3.4 Summary 20

CHAPTER FOUR: FINDINGS

4.1 Introduction 22
4.2 Phase One Findings 22
  4.2.1 e-Gate Business Center-Jelutong 23
    4.2.1.1 Area of survey 23
    4.2.1.2 Finding 23
  4.2.2 Desa University- Gelugor 28
    4.2.2.1 Area of survey 28
    4.2.2.2 Finding 29
  4.2.3 Sunshine- Bayan Baru 33
    4.2.3.1 Area of survey 33
    4.2.3.2 Finding 33
4.3 Phase Two 37
  4.3.1 Interview 38
    4.3.1.1 F food outlet 38
    4.3.1.2 G Food Outlet and H Food Outlet 41
  4.3.2 Cross Interview 41
CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 Introduction 44
5.2 Overall Summary 44
5.3 Bargaining Power of Customer 45
5.4 Bargaining Power of Supplier 46
5.5 Threat of New Entrants 46
5.6 Threat of Substitute 46
5.7 Competitive Rivalry Within Industry 47
5.8 Government 47
5.9 Recommendation 48

REFERENCES 49

APPENDICES

Appendix A: Interview Questionnaire List 55
Appendix B: Cross Interview Questionnaire List 57
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ABSTRAK


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 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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LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 2.1</td>
<td>802.11 Specifications</td>
<td>12</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Observation data of customers using the WiFi facility at e-Gate</td>
<td>25</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Observation data of customers using WiFi facility at Desa University</td>
<td>30</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Observation data of customers using the WiFi facility at Sunshine</td>
<td>35</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Cross Interview Strength Matrix</td>
<td>42</td>
</tr>
</tbody>
</table>
LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 2.1</td>
<td>Porter’s Five Competitive Forces Model</td>
<td>8</td>
</tr>
<tr>
<td>Figure 4.1</td>
<td>Free WiFi Logo</td>
<td>24</td>
</tr>
<tr>
<td>Figure 4.2</td>
<td>WiFi Zone Logo</td>
<td>24</td>
</tr>
<tr>
<td>Figure 4.3</td>
<td>Distribution of number of e-Gate customers</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Utilizing WiFi at different food outlets</td>
<td></td>
</tr>
<tr>
<td>Figure 4.4</td>
<td>Observation Data of number of customers using WiFi at e-Gate food outlets</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>from 12noon to 1pm session</td>
<td></td>
</tr>
<tr>
<td>Figure 4.5</td>
<td>Observation Data of number of customers using WiFi at e-Gate food outlets</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>from 8pm to 9pm session</td>
<td></td>
</tr>
<tr>
<td>Figure 4.6</td>
<td>Distribution of number of Desa University customers Utilizing WiFi at</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>different food outlets</td>
<td></td>
</tr>
<tr>
<td>Figure 4.7</td>
<td>Observation data of number of customers using WiFi at Desa University</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>food outlets from 12noon to 1pm session</td>
<td></td>
</tr>
<tr>
<td>Figure 4.8</td>
<td>Observation data of number of customers using WiFi at Desa University</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>food outlets from 8pm to 9pm session</td>
<td></td>
</tr>
</tbody>
</table>

VIII
Figure 4.9: Distribution of number of Sunshine customers utilizing WiFi at different food outlets

Figure 4.10: Observation data of number of customers using WiFi at Sunshine food outlets from 12noon to 1pm session

Figure 4.11: Observation data of number of customers using WiFi at Sunshine food outlets from 8pm to 9pm session

Figure 5.1: Summary strength of Porter's Forces
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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