



اَوْنَبُوْرُ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA



BELLA'LICIOUS CAKE HOUSE

**TECHNOLOGY ENTREPRENEURSHIP (ENT600):
CASE STUDY**

FACULTY	FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAMME	BACHELOR OF SCIENCE (HONS.) STATISTICS
GROUP	CS2416E
GROUP MEMBER	WAN NURFARIHAN BINTI WAN ABD RAMAN
LECTURER	MADAM YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

DATE OF SUBMISSION:

29TH NOVEMBER 2020

ACKNOWLEDGEMENT

First and foremost, because of Allah S.W.T blessing and providing us with great health and strength to complete this case study report, we would like to express our appreciation and gratitude Him. And as one of the qualifications that must be achieved with great success in the course work evaluation for the subject of Technology Entrepreneurship (ENT600).

Futhermore, we would also like to express our gratitude to Madam Yusrina Hayati Nik Muhammad Naziman, our beloved lecturer, for being such a great helper to us through the start until the end. In order to do and complete this case study, Madam Yusrina Hayati Nik Muhammad Naziman gave her guidance, advice and instructions. We also would like to thank her for providing us some of the subject-related examples and materials. After all the outstanding contribution, this case study is fully complete, Alhamdulillah.

In addition, we would like to thank you for all our classmates whom have also helps us by providing important information to us. The owner of Bella'licious Cake House, Siti Sunur Hafisah bt Yusoff and her staff are also not to be overlooked for the kindness of supporting us during the completion process for this case study.

In this ENT 300 assignment, we also send our gratitude to our family for their moral supports to do all the best job possible. Finally, we would like to thank all the individuals who have been directly or indirectly involved in this proposal. In completing this proposal, they were such a great support to us.

TABLE OF CONTENTS

TITLE PAGE	PAGE
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
LIST OF FIGURES	iii
LIST OF TABLES	iv
EXECUTIVE SUMMARY	v
1. INTRODUCTION	
1.1 Background Of The Study	1
1.2 Problem Statement	2
1.3 Purpose Of The Study	2
2. COMPANY INFORMATION	
2.1 Company Background	3
2.2 Organizational Structure	4
2.3 Products/Services	4
2.4 Technology	5
2.5 Business, Marketing, Operational Strategy	6
2.6 Financial Achievements	7
3. COMPANY ANALYSIS	
3.1 SWOT	8
4. FINDINGS AND DISCUSSION	9
5. CONCLUSION	11
6. RECOMMEDATION AND IMPROVEMENT	12
7. REFERENCES	13
8. APPENDICES	14

LIST OF TABLES

	Page
Table 2.1: Company Background	3
Table 2.4: Technology used in Operation Process	5
Table 2.6: Total sales forecast per month	7

EXECUTIVE SUMMARY

This case study is an attempt at understanding how ideas can be adapted to the real situation. This is a part of a study for everybody to conduct a case study project as a student who took ENT600 as subjects. So we got the opportunity to study a company business for this purpose that developed the products that interest us in it which is Bella'licious Cake House, the cake company that currently located in Tumpat, Kelantan.

First and foremost, the company's background and information was obtained. Via primary source, information is obtained. We obtained the information via smart phone interviews. The aim of this case study is to focus on Bella'licious Cake House's company background, organizational processes, products and services. Next, the reason why we chose this business is because of the technology of Bella'licious Cake House used, which is basically a normal technology used, as well as operational strategies, marketing, and the business that being used by the business to advertise their products.

Finally, the company's financial achievements were studied in terms of how they had been managed their own financial and also the accomplishment contributions from the financial management. Business goals represent what a business want to achieve. In addition, strategy is a plan for accomplish all of objectives. Every business must have at least one plan consists of a marketing plan and the effective management to obtain all the objectives.