



اَوْنُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
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FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

ENT 600 CASE STUDY REPORT



OH MY CAKE (OMC)

COMPANY ANALYSIS

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CHAPTER 1

(INTRODUCTION)

Entrepreneurship is a process of innovation and new venture creation through four major dimensions that is individual, organizational, environment and process. According to Richard Cantillon (1755), an entrepreneur is a person who undertake to do a job. Entrepreneurship involves not only the process that leads to the setting up of a business entity but also the expansion and development of ongoing concern.

This study is conducted to obtain some information about how a business was started and what kind of technology that the company has been used. The target of this study is to interviews small business that used any type of technology in operating the company. This study will be more focus on the technology used, sales and the strategy of the business such as their marketing and operational strategy. I will also highlight the major strengths and weaknesses, the opportunities and the threads that faced by the owner of the business using SWOT analysis. The study will comment on the prospects of the company and make recommendations that would improve sales of the business performance.