



## COMPANY ANALYSIS

### SMILING ORCHID BAKERY & CAKE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	: CS- FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES CS249- BACHELOR OF SCIENCE (HONS.) MATHEMATICS
SEMESTER	: 6
PROJECT TITLE	: REPORT ON CASE STUDY
NAME	: NUR AHSIKIN FAZIRA BT YUSOF
MATRIC NUMBER	: 2017412538

Submitted to:

PN. WAN MASNIEZA WAN MUSTAPHA

Submission Date:

26 JUNE 2020

## **ACKNOWLEDGEMENT**

We would like to express our deepest appreciation to all those who contributed to the completion of this report. We would like to convey our deep appreciation to Puan Intan and the staffs of Smiling Orchid Bakery & Cake for their cooperation and willingness in doing the interview. Many thanks also to all group members who have shown great commitment and exemplary attitude towards the completion of this project.

A special gratitude also goes to our lecturer, Madam Wan Masnieza binti Wan Mustapha who contributed in stimulating suggestions and encouragement, helping us to coordinate this case study well especially in writing this report.

Lastly, a special thanks to our family for their moral and financial support during preparation of this report. These commitments enable us to succeed in completing this report on time. Thank you.

## TABLE OF CONTENT

TITLE PAGE .....	i
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENTS .....	iii-iv
LIST OF FIGURES .....	v
LIST OF TABLES .....	vi
EXECUTIVE SUMMARY .....	vii
1.0 INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Statement .....	2
1.3 Purpose of the Study .....	2
2.0 COMPANY INFORMATION .....	4
2.1 Background .....	4
2.2 Organizational Structure .....	7
2.3 Products or Services .....	8
2.4 Technology .....	8
2.5 Business, Marketing and Operational Strategy .....	10
2.6 Financial Achievements .....	12
3.0 COMPANY ANALYSIS .....	13
3.1 Strengths, Weaknesses, Opportunities, Threats (SWOT) .....	13
3.2 Consumer Trend Canvas (CTC) .....	18

4.0 FINDINGS AND DISCUSSION .....	22
5.0 CONCLUSION.....	24
6.0 RECOMMENDATION AND IMPROVEMENT.....	25
7.0 REFERENCES .....	27
8.0 APPENDICES.....	29

## **LIST OF FIGURES**

Figure 1: Logo of Company.....	6
Figure 2: Flowchart of Company's Organization.....	7
Figure 3: Products of Company.....	8
Figure 4: Front view of the bakery .....	29
Figure 5: With manager So Yu Cheng.....	29
Figure 6: With interviewee Puan Intan.....	29
Figure 7: License of business.....	30
Figure 8: Inside of the bakery .....	30