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B. Occupational Therapy (Hons.)
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CASE STUDY REPORT :

QASEY BAKERY SOCIAL ENTERPRISE

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1. EXECUTIVE SUMMARY

Qasey Bakery is a social enterprise which develops bakery product located at Muar, Johor. It was established with the cooperation between the rehabilitation service of Unit Pemulihan Cara Kerja Hospital Pakar Sultanah Fatimah and patient with mental illness who has the ability to work. For almost 4 years established, Qasey bakery had launched a couple of products such as bread and cakes. The marketing used in the bakery is limited to the hospital, school and government office nearby only. It also has a problem in the quantity of the product which is small due to lack of manpower, technology and delivery system as well as time-consuming. Besides, there are many competitors around them as they are located at the center of the city which is many established shop and mall nearby. They also face the problem in the management team as they are having another task besides the bakery such as hospital issue, ward, job placement which make the management team unable to focus to the bakery only. The income of the bakery got from the product are less from 1 thousand per month as average. Please note that they are not perfect.

2. INTRODUCTION

2.1 Background of the study

The study conducted at Qasey Bakery found that it uses some development of technology in the organization which adhere to standard an operating procedure that met customer expectation and there are a lot of competitors around them that require them to continually improve from time to time in order to make sure the business and organization maintain established.

2.2 Purpose of the study

- To study the effective use of a particular technology in marketing, technical, organizational and financial applied to the bakery.
- To survey an opportunity analysis in the organization.
- To make a recommendation to the organization to improve productivity and efficiency of their management and product.

2.3 Problem statement

Based on the interview with supervisor, there are some of the problem encountered by the bakery: