



## COMPANY ANALYSIS

### KEDAI KEK CIK BUNGA

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

<b>FACULTY</b>	Faculty of Computer and Mathematical Sciences
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Then, I also want to thanks Kedai Kek Cik Bunga because they have giving me the best cooperation when I want to ask about their business. I want thanked to the owner of this famous bakery who is Puan Norhayati bt Abdul Rahman for helping me by giving the information about her bakery and her staff also giving me the good service.

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## **EXECUTIVE SUMMARY**

Firstly, for this case study or company analysis in this ENT 600 subject which is known as technology entrepreneurship, we as a student must complete this task by investigate and find the company that have under SME Corporation. So, from there I have searched the company that have characteristics of SME Corporation. Then, I have found the company which is Kedai Kek Cik Bunga.

Kedai Kek Cik Bunga is a bakery shop that located at Gerik,Perak. I am very interested to do the case study on this bakery because their business strategy is very interesting and very unique. From there, I will know about their strategy like business strategy, marketing strategy and operational strategy. After that, the owner of this bakery shop gives me a lot of knowledge about sales forecast of this bakery.

I also use SWOT analysis to find Strengths, Weaknesses, Opportunities and Threats of this bakery shop. From there, I know what is the strengths of this bakery shop. The strengths of this bakery shop are the staff are very friendly, the prices of cake, donut and bread are affordable, a lot of customers come to this shop every day, good marketing and good quality of food. Then, the weaknesses of this bakery shop are the location of this bakery shop is far from the main city and the icing of cake melts a little bit during delivery. After that, the opportunities of this bakery shop are producing the quality and appetizing product that different from the other bakery or competitor and broaden bakery's product throughout Malaysia. Moreover, the threats of this bakery shop are there is a competitor who open a new bakery near this bakery shop.

Lastly, there are some problems that faced by Kedai Kek Cik Bunga. The problems are the location is not strategic, the number of machines that used by this bakery is small, there is a problem when delivering the cake and the system used is still manual. Then, the problem can be solved by change the location and the location needs to be strategic, buy the new machines, use cooler box for cake and change the system by using computer. The new innovation that I create is to use cooler box for cake. By using this box, it will take care the quality of cake.