



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

CASE STUDY

MIRA CAKE HOUSE

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EXECUTIVE SUMMARY

Mira Cake House has been publicly known in Kota Samarahan especially by the students from UiTM Kota Samarahan 1 and 2, and students from UNIMAS due to the location that is easily founded in the area. Mira Cake House products are cakes, specifically the kek lapis basah.

The main problem faced by Mira Cake House is competition problem. Problems that are related to competition problem is that there are a few more cake houses in the same area which is a few minutes drive from each other's places. The other competitor set the high price compared to prices set by Mira Cake House. The price of goods become low and Mira Cake House need to face the problem. Mira Cake House had to cut the prices of all cakes to RM10 to attract customers, especially students as the price of one cake is affordable. The price set by Mira Cake House shows the quality of the business.

INTRODUCTION

Entrepreneurship education is to furnish students with the information, abilities and inspiration to empower innovative achievement in an assortment of settings. Varieties of entrepreneurship education are offered at all dimensions of tutoring from essential or auxiliary schools through graduate university programs.

Entrepreneurship focuses on the advancement of abilities or traits that empower the acknowledgment of chance, where the management education is centered around the most ideal approach to work existing chains of command. The two methodologies share an enthusiasm for accomplishing "profit" in some structure (which in non-benefit associations or government can appear as expanded administrations or diminished expense or expanded responsiveness to the client/native/customer). Be that as it may, to be an entrepreneur.

The purposes of this case study is to study on the problem of the business that we choose to study on. It will be a lesson for us to imply on if there is a planning on opening a business in the future. Every problems and solutions will be the guide for us. This is especially hard if we never run or managed a team before, but even if we have management experience, picking the right team for a start up is difficult. It's not enough to find candidates who fill certain roles. We also need to consider their cost to the business, their culture fit and how they'll work as part of your overall team. Such considerations are exceptionally hard when you're under the pressure of filling those positions as soon as possible

COMPANY INFORMATION

'Mira Cake House 'or known as Kek Lapis Basah Sarawak was established 15 years ago in 2004. The head office is located at Kampung Boyan, Petra Jaya, 93050, Kuching, Sarawak. They have branches of business that located in Kuching that are at Kota Samarahan, Matang, Satok, Metrocity, Demak Laut. Meanwhile in Kuala Lumpur, Mira Cake House are located at Taman Keramat and Jalan Tar.

The founder of Mira Cake House is Datin Hajjah Masnah Binti Haji Sahani. Mira cake house began as family business and the spirit to bake unique type of Kek Lapis Sarawak which is called Kek Lapis Basah. Mira Cake House offers more than 50 different flavours and design of Kek Lapis Sarawak and ships its cakes nationwide. This company started in 2004, with Datin Hajjah Masnah as the sole founder of the business. Started off as small business which is as a kiosk. a small open-fronted hut, now expanding to a multiple business building. After a couple of years operational and having good business, Datin Hajjah Masnah started to adding more employees. During 2004, they had only several staff. and know they are up to 45 workers.

For Mira Cake House, we had detected that Mira Cake House are using two kinds of business model, which are, "Brick and Mortar", and sole proprietorship: -

Brick and mortar is a traditional street-side business that deals with its customers face-to-face in an office or store that the business owns or rent. The local grocery stores are example of brick and mortar companies. Brick and mortar company can find it difficult to compete with web-based business such as Lazada.com because the latter usually have lower operating costs and greater flexibility.

Brick and mortar businesses have several distinct advantages over their online counterparts. Many consumers still prefer to liaise with people directly as they believed questions about the product or service can be dealt with a more comprehensive and immediate manner at a face-to-face. Brick and mortar business allow customer to hold, try and touch items before they buy. Customers associates legitimacy with a brick and mortar businesses as a physical presence often gives a perception of trust.

Brick and mortar business provide consumers with instant gratification when a purchase is made. As a result, consumers typically spend more time than they intend to at a brick and mortar stores. However, there are several key disadvantages to operating a traditional brick and mortar businesses. A physical presence needed the employees to conduct transaction, renting or leasing expenses and utility charges such as electricity, gas and water

Sole proprietorship is a business that legally has no separate existence from its owner. Income and losses are taxed on the individual personal income tax return. The sole proprietorship is the simplest business form because only one person operates the business. Sole proprietorship is not a legal entity. It simply refers to a person who owns the business and is personally responsible for its debt. A sole proprietor can operate under fictitious name, such as Azmi's Burger and etc. It is basically a trade name. It does not create a legal entity separate from its owner.