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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY: ANALYSIS OF BUSINESS PROBLEMS

TAKA CAKE HOUSE PATISSERIE

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PROJECT TITLE: ANALYSIS OF BUSINESS PROBLEMS OF TAKA CAKE HOUSE
PATISSERIE

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EXECUTIVE SUMMARY

The case study is important to evaluate the company's background, company's analysis as well as the company's problems and alternatives that the management has provided. The strategies that used to ponder the examination is up close and personal meetings with the administration of the organization through telephone calls and audit from individuals who as of now have purchased and taste the items.

Taka Patisserie Cake House was established since 1986. Taka's first branch was located at Jalan Satok. At present, Taka is a standout amongst the most prominent brands around the local area while we convey just the best items to our clients. Taka Patisserie Cake House also provide a service because they have provided café where the customer can enjoy their favourite meal. Besides that, they offer their product such as French Croissants, from expand conventional layer cakes to prevalent western cheddar cake.

The achievement of Taka lies in its strategy of endeavouring to serve just the best to its clients. Nothing fulfils us more than the learning we have given our absolute best to our clients. We have proficient and veteran dough punchers from Kuala Lumpur, Singapore, Taiwan, Denmark, Hong Kong and even Japan to prepare our utilized pastry specialists to constantly giving just the best to our clients.

INTRODUCTION

Business enterprise instruction plans individuals to be dependable and ambitious people. It enables individuals to build up the aptitudes, learning, and frames of mind important to accomplish the objectives they set out for themselves. Proof additionally demonstrates that individuals with innovative instruction are progressively employable. Next, entrepreneurship education is important especially to youngsters to set up their very own organizations. Up to 20% of understudies who partake in a smaller than usual organization program in optional school will later begin their very own organization. That is up to multiple times higher than in the all-inclusive community. Organizations begun by these understudies are additionally progressively eager.

Pioneering outlooks and aptitudes can be viably worked through hands-on, genuine encounters, and undertaking work. It is imperative for 'ambitious innovators' who satisfy the job of business visionaries, pioneers, and trailblazers inside a gathering or association and enterprise are elevated past instructive organizations to organizations and the more extensive network.

COMPANY INFORMATION

'Taka Cake House' or well-known as Taka was established since 1986. Taka's first branch was in Jalan Satok. Presently, Taka have 14 outlets located all over Kuching City, Semariang, and Kota Samarahan. Meanwhile, the fifteenth outlet is headed of fulfilment. At present, Taka is a standout amongst the most mainstream marks around the local area while we convey just the best items to our clients. We comprehend our clients' interest and we supply past clients' desire.

The successfulness of Taka lies in its policy of striving to serve the best to its customers. Nothing satisfies more than the knowledge given the very best to our customers. Taka have professional and veteran bakers from Kuala Lumpur, Singapore, Taiwan, Denmark, Hong Kong and even Japan to train employed bakers to continuously providing only the best to customers

There are one branches of Taka which is Taka Patisserie, established in 23rd March 2017. It is located behind of McDonald Tabuan Tranquillity, Kuching. They serve all scope of item from plain bread to French croissants, from expand conventional layer cakes to famous western cheddar cake such as Croissant, Mini Burger, Green Tea Mille Crepe, Mango Mousse Cup and many more.

For Taka Patisserie, we had detected that this company is a Private Limited Company. Private limited company is a kind of organization that offers constrained risk, or legitimate security for its investors however that puts certain limitations on its possession. These limitations are characterized in the organization's ordinances or guidelines and are intended to keep any unfriendly takeover endeavour. The significant proprietorship limitations are an investor cannot sell or exchange their offers without offering them first to different investors for procurement, investors cannot offer their offers to the overall population over a stock trade, and the quantity of investors cannot surpass a fixed figure, where normally at 50.

Taka Patisserie offers many product and services since the establishment in 2017. This is the list of product and services provides by Taka Patisserie:

- Foods such as daily bun, mini cake, layer cake and cookies
- Services such as catering for wedding, birthday and many more
- Café
- Party accessories such as candle, party hats