



اَوَّلُ مَا يَكُونُ لِي فِي مَارَا
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CASE STUDY

MIRA CAKE HOUSE

LAYER CAKE BUSINESS

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EXECUTIVE SUMMARY

Mira Cake House in Kota Samarahan is located at Lot 5386, Lorong 22, Jalan Datuk Mohammad Musa, Desa Ilmu, 94300 Kota Samarahan, Sarawak. It began as family business and the spirit to bake a unique type of Layer Cake Sarawak which is called the Moist Layer Cake. They have been recognized by local people of Kuching for its delicious taste of moist layer cake. Not only local but even people outside Sarawak especially from Peninsular Malaysia recognized Mira Cake House as a delicious producer of moist layer cake. There are many well-known people who have visited their store include our Prime Minister, Dato' Seri Najib bin Abdul Razak on 2015. They not only sell moist layer cake, but they also sell traditional local snack such as Serunding Halia and various biscuits.

Despite their successful achievements, they still facing some problem when it came to business. There are several problem faced by them such as spoilage and insufficient of raw materials, limited amount of workers and the location are not strategic. The major problem faced by Mira Cake House is not enough supply of raw material. This problem is related to high demand of basic baking material such as eggs and butter which is consumed by many people. However, the suppliers only able to supply less than demand of the local people. Due to this, Mira Cake House only can produce limited cake lapis but still in a lower price that everyone can afford.

However, Mira Cake House can overcome this problem by increase their number of freezers. They could increase the freezer up to six freezers which able to accommodate the number of raw materials being used to make layer cake to avoid it from being spoil. It also could help on store the layer cake to make it last longer. The freezer should be set on the right temperature to avoid the raw materials and also the layer cake from being damage. The freezer must be eco-friendly to avoid any increase of electricity bill so that their monthly expenses would not be overload.

In conclusion, every problem has its own solution. Mira Cake House can increase their number of production by adding on more freezers. They can gain more profit if they can sale variety of layer cake flavour which they can product it if they have enough raw materials. They also can attract people if they sell various flavour and adding to this it is one of a better way of promoting their shop to the public.

INTRODUCTION

Entrepreneur education is vital to ensure that the students gain the knowledge, skills, and motivation to encourage entrepreneurial success in a variety of settings. Variations of entrepreneurship education are provided at all levels of schooling such as primary or secondary schools, and also through graduate university programs.

Entrepreneur education is mainly focused on the improvement of skills that enable the realization of opportunities, meanwhile the management education is focused on the best method to operate the existing hierarchies. Both of these approaches share an interest or goal in achieving profit in some form.

However, to be a successful entrepreneur, there are many obstacles that must be overcome. For instance, some of the problems or challenges are:

A) Damage and insufficient of raw materials

The raw material such as butter easily gets spoiled because of the change of temperature. The butter cannot be under high temperature as it will melt them down. They are suitable to put in low temperature and it can be kept in a freezer. Besides that, the supplier cannot provide enough amount of eggs. This is due to high demand of local people which buy eggs for their daily cooking. The supplier cannot provide sufficient stock of eggs and cannot fulfil the demand of people. As a result, Mira Cake House only provides limited production of layer cake.

B) Limited amount of workers

They face the problem of lack of workers because some of the workers are students that do part-time jobs to gain side income. Whereas the permanent staff there is an old woman which is not suitable for doing heavy things. Mira Cake House's management is not offering a fixed monthly salary to their workers. They pay their salary every Sunday which costs RM60 per day with one day off.

C) The location is not strategic

Mira Cake House in Kota Samarahan is not located in a strategic place because it is located near the housing area. Not only that, Kota Samarahan is an industrial area and the population of people is less than the population in town area. It is difficult for them to promote their products as the number of the population is less and mostly are students that do not have a fixed job.

COMPANY INFORMATION

Background:

Mira Cake House in Kota Samarahan began as family business and the spirit to bake a unique type of Moist Cake Sarawak which is called the Moist Layer Cake. The major difference between Moist Layer Cake and the regular Layer Cake Sarawak is the moistness of the cakes. The Mira Cake House philosophy combines baker minded approach with a deep commitment to bake fresh Layer Cake Sarawak. They choose carefully, from the ingredients that they use and the people that they hire. Mira Cake House also did not include any preservatives unlike other mass-produced cakes out there. Their layer cake also has less sugar content, thus making them the healthier choice for customers. Since then, Mira Cake House has expanded the business with locations in Kuching, Kota Samarahan, and even in Kuala Lumpur. Mira Cake House offers more than 50 different flavors and designs of Layer Cake Sarawak and ships its cake nationwide. Aside from selling Layer Cake Sarawak, Mira Cake House also supports local businesses by reselling local food products such as Laksa Sarawak paste and Sarawak traditional snacks at selected branches.