



MAMASAB
BAKERY

COMPANY MAMASAB INTERNATIONAL
SDN BHD

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1.0 INTRODUCTION

This chapter introduces the research background, problem statement, research goal, research question, research scope, research significance, concept and operational definition of the topic. This chapter generally provides a research idea for bakery. As a researcher, he/she should know the detailed information about his research so that he/she will conduct research more easily. This can be achieved by citing many sources (e.g. articles, journals) and previous research as a guide.

1.1 Background of the study

A bakery is a place where products such as bread, side dishes and pastries are baked and sold. It is also called a bakery. The combination of flour, yeast, water, salt and sugar are the main ingredients of bread, which can help us own a small bakery and serve others. As we all know, bakery products have become popular around the world and are one of the oldest man-made foods. It starts with simple biscuits, which are common products in bakeries and may vary in shape, size, style, flavor and texture. You can add other ingredients, such as fruits, colorings or other ingredients to improve the flavor of the bread. There are some things in bread that can attract customers, but the question is how and why can the owner of the bakery do this?

Other bakeries have improved the quality of their products, not only simple bread with a little sweetness, but also cakes, cupcakes, biscuits, etc. They have also improved their location, such as expanding the product range, making the location peaceful, and adopting different marketing strategies to attract more customers. On another day, they also make bread, which can be eaten that day. You can eat bread instead of rice; it can be eaten as a snack or as an ingredient in other cooking preparations, such as soups, pasta, and other breaded fried foods. The bakery owner considers products suitable for all ages to satisfy his customers.

Bread is one of the oldest prepared foods. European evidence from 30,000 years ago shows that starch remains on the rocks used to crush plants. During this time, starch extracted from the roots of plants such as cattails and ferns may be scattered on a flat rock and boiled over a fire into the original bread form. Around 10,000 BC, with the advent of the Neolithic Age and the popularization of agriculture, cereals became the mid-stream tay pillars for making bread. Yeast spores are everywhere, including the surface of the grain, so any dough

that needs to rest will naturally ferment. In 1961, the Chorleywood bread process was developed, which uses the intensive mechanical processing of the dough to greatly shorten the fermentation time and the time to produce bread. This method of high-energy mixing can use lower protein particles, and is now widely used in large factories around the world. As a result, bread producers and consumers can produce bread very quickly and at low cost. However, there have been some criticisms of the impact of nutritional value. Recently, home bread machines that automate the bread making process have become popular.

1.2 Problem Statement

What kind of products, especially bread, has quickly become popular, so many problems have arisen in the baking industry. The growing demand coupled with economic depression and continued depreciation has created a major problem for the baking industry. There is no doubt that this has had an impact on the company's performance. In this study, the researchers examined the problems and prospects of the baking industry for Malaysians who are particularly interested in Mamasab Bakery.

In addition to the economic constraints faced by companies, a critical analysis of the dilemma of the bulk industry also reveals an absolute ignorance of the importance of marketing concepts. It also shows that the need for well-planned marketing activities is completely ignored. In general, like any other small-scale business, most bakery formats are still negatively optimistic about consumers, that is, if the product is of high quality, consumers will always buy. They fail to realize that they need to stimulate consumers through motivation and even information to buy more products.

Mamasab Bakery has encountered many marketing problems. The complete neglect of complete marketing arrangements is expanding its share of marketing. In addition, competition from new bakeries in the industry is getting fiercer. If bread was once one of the most frequented brands, then its prestige title is a bit less. This is because the company has not yet considered complete marketing arrangements including effective and efficient distribution, consumer-oriented business methods, proper matching of products and market proactive sales techniques, and other promotional efforts. Research on these issues will focus on others and the center.

1.3 Purpose of The Study

- i. To study the strength and opportunity of Mamasab Bakery.
- ii. To study the problems that face by Mamasab Bakery in term of weakness and threat.
- iii. To make an inovasion product as an outcome for the problems faced by Mamasab Bakery.

2.0 COMPANY INFORMATION

2.1 Background of the company

The company was registered with the Companies Commission of Malaysia (SSM) in 2016 as a sole proprietorship company. On 27 January 2017, we changed the name to Sabrina Bakery Sdn. Bhd.

On 25 September 2019, again on the future proofing factor their changed the name to Mamasab International Sdn. Bhd. with the aim of expanding the wing to the world. The company's initial operations focused solely on cake and biscuit-based products. Mamasab's first branch was opened in Taman Sri Manja, Petaling Jaya and followed by other branches including outside Selangor such as Kuantan, Pahang and Johor Bahru.

The development of Mamasab International Sdn. Bhd. is arguably exponential. Within 2 years, their have opened 2 factories and 5 branches. The demand for our products was so high that the sales record hit thousands of cakes in one day. Our company's current capacity is still not able to accommodate the demand from our customers throughout Malaysia.