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UNIVERSITI  
TEKNOLOGI  
MARA



## CASE STUDY

### DI WANNIE SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL  
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NAME : FIRZANAH KHAIRUNNISA BINTI FADZLY  
LECTURER : MADAM YUSRINA HAYATI NIK MUHAMMAD  
NAZIMAN

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## **EXECUTIVE SUMMARY**

This attempt to know how the theories can be applied to practical situation. As a student in UiTM Kota Bharu who registered for course Technology Entrepreneur (ENT600), a case study project is a part of study for students to undergo. So, for this purpose, I got the opportunity to research a company named Di Wannie Sdn. Bhd. which produced the same product that I want to develop which is Sarawak layered cake, currently based in Kuching, Sarawak.

Di Wannie Sdn. Bhd. is sole proprietorship company and its founder, Ms Zoraidah Hj Leen operate this company because of the love and passion on making these Sarawak layered cakes. Di Wannie cakes are made from high quality ingredients which make their cakes premium than others competitors. The quality, cleanliness and uniqueness of the product is their top priority to the customer. To booking and purchase their product, customer can visit the company Facebook page named Diwannie.

For the project report, first step is the general information of the company has been collected through secondary sources. Next, for the second part of the report is specialized subject study. Objectives of the project is to view on the background, organizational structure, products and services that Di Wannie Sdn Bhd provides. Next, study on business, marketing, operating strategies and financial achievement regarding how they manage their company.

In this case study, strength, weakness, opportunities and threats of this company in real business world has been analysed by using SWOT analysis. Thus the strength of the company is premium and high quality products and their weakness is higher price than other competitors.

# **1. INTRODUCTION**

## **1.1 Background of study**

The strong economy growth have been contributed in many factor. Expenditure in the food manufacturing industry is one of the factors. In 2018, Food and Beverages Industry in Malaysia was valued at around €22.12 billion, growing annually at a rate of 7.6%. Di Wannie Sdn. Bhd. is one of the leading Sarawak layered cake brands in the food and beverages industry in Malaysia. Its unique taste and its colourful layered design feature have made customers willing to pay as high as RM120 for a 3kg piece (Sharlini Speri and Norhazliza Abd. Halim, 2014). Increasing the productivity, creativity and innovation of Sarawak layered cake, for business growth is a biggest concern on Sarawak layered cake industry. This research was done to know the details about the business such as marketing, financial and analysis of the business.

## **1.2 Purpose of the study**

The purpose of the study is to explore and understand the knowledge on entrepreneurship in the current industry by using case study method. Then, to detect the possible problems of company as fully get access to the details of its company and product and give a solution to the given problem. Next, the company strategy of business, marketing and operational and financial achievement can be identify.

## **1.3 Problem Statement**

There are several issues that may be faced by the company especially for the founder of Di Wannie Cake. The founder should know their business problem and make some ideas to solve the problem. As for example of the problem is the process and time management in making Sarawak layered cake is too long. Furthermore, faced the difficulty to hire workers who were keen to make Sarawak layered cake. Lastly, the cakes' shelf life not so long, which is why these cakes are not sold in local supermarket.

## 2. COMPANY INFORMATION

### 2.1 Company Background

The founder and owner of Di Wannie Sdn. Bhd, named Ms Zoraidah Hj Leen. Ms Zoraidah took a pastry course with Amy Decorating Cake Academy in Kuching and she had a Diploma in Cake Decorating from Cynthia Cake Training Academy in 1993. At first in 1995, Di Wannie enterprise is a small and family-owned business that produce an exotic Sarawak layered cakes. Due to Ms Zoraidah natural ability who love to create a fusion of flavours and tastes, she was aspired to start up the business in food and beverages sector. The start-up capital for the business is MYR 30,000 from a personal loan and her husband, Muhammad Halil as a business partner. The name of the business is taken from their daughter's name Hazuwani. Initially, their products were sold via word of mouth and to a smattering of regular customers.

Di Wannie gained ongoing significant support from customer and in 15th August 2007, they were registered as a private limited company as an annual turnover more than MYR 35,000. As an SME, Di Wannie has over 15 workers, who are in a range of 20 to 40 years old.

*Table 2. 1 Summary of Company Background*

Company Name	Di Wannie Sdn. Bhd.
Business Address	1 <sup>st</sup> Floor No. 345, Jalan Satok, &, Lorong Satok 9, 93400 Kuching, Sarawak.
Correspondence Address	1st Floor No. 345, Jalan Satok, &, Lorong Satok 9, 93400 Kuching, Sarawak.
Company's Owner	Ms Zoraidah Hj Leen
Website	Facebook: Di Wannie
Email	-
Telephone Number	082-251 978/ 013 8100 647
Fax Number	-
Form of Business	Sole Proprietorship
Main Activity	production and distribution of Sarawak layered cakes and other food-related souvenir product
Date of Commencement	1995
Date of Registration	15 <sup>th</sup> August 2007
Operation Hours	Monday – Saturday ( 8:30 am – 6:00 pm)