



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**GROUP ASSIGNMENT – CASE STUDY
(NBH6A)**

Company's Name for Case Study:

Peanutlicious Bakery and Café
(Taman Tasek Tambahan, Ampang)

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Acknowledgement

We would like to express OUR special thanks of gratitude to our supportive lecturer, Madam Zanariah Binti Zainal Abidin for the countless hours of dedications and guiding us throughout the course of this study

We also would like to extend our gratitude to the owner of Peanutlicious Bakery and Café, Miss Nur Shafinaz Binti Sulaiman for her time and support to cooperate with us in the interview session. Without her sacrifice, this case study would not complete successfully.

Many thanks also to all team members for their time, effort and always show a great commitment towards the completion of this project. The ideas, information and any recommendation contributed by each of the team members have made this project achieve a great success.

We would also like to extend our gratitude towards the faculty for providing sufficient materials in order for us to carry out this study and to anyone who involved directly or indirectly towards the completion of this project.

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Executive summary

Peanutlicious Bakery and Cafe have been recognized by among the sacred people of Keramat Kuala Lumpur, Peanutlicious bakery and cafe has started its business since 2016. Peanutlicious bakery and cafe provides various bakery of food products to the public, the main product is birthday cake. In addition, Peanutlicious Bakery and Cafe also produces cupcake products and brownies. The company also receives cake orders from customers and provides cake delivery services to customers. Peanutlicious Bakery and Cafe started from home bakery before their expend business to open shop at Ampang Selangor.

Peanutlicious Bakery and Cafe also planned to expend their business to Seremban Negeri Sembilan because of receive demand from that place. Moreover, the company also planned to do collaboration or register their business under food delivery services to gain more profit and to grow their business to other places at Kuala Lumpur and Selangor. However Peanutlicious bakery and cafes also receive a “kuih raya” order during the festive season in Malaysia.

1.0 Introduction

1.1 Background of the study

This case study report provides information obtained through collecting data through interview and some research done by us with Peanutlicious bakery and cafe. The online survey was focused on analyzing the problems faced by the company. In the study, we will highlight on the major problems faced by Peanutlicious Bakery and Cafe in competing its business and other bakery company competitors through local area. The SWOT Analysis will be use in this case study while offering explanation for observed changes. Furthermore, the report will explain and comments on the solutions and recommendations that would improve Peanutlicious bakery and cafe current performance. These observation do have limitation which will be noted.

All UiTM student who further their study at bachelor level need to take Principles of Entrepreneurship course, study will conducting case study to any business or company orientation. In this case study. Students are required to interview any company or business to get two or more problem faced by the company or business. After that, student should analyze the problem and find solution for the problems. The benefit of this case study is that student will become more intelligence in conducting business. Next benefit is that student will be exposed on how company operating their business. Thus, this case study is a good medium to teach student on how solve problems. The case study was conducted at Peanutlicious Bakery and Café in which the business provided food such as cake

Entrepreneurship education seeks to provide student with knowledge, skill and motivation to encourage entrepreneurial success in variety of settings. Variations of entrepreneurship education are offered at all level of schooling from primary or secondary schools through graduate university programs. Entrepreneurship education focuses on the development skills or attributes that enables the realization of opportunity, where management education is focused on the best way to operated existing hierarchies. Both approaches share an interest in achieving “profit” in some form (which is non-profit organization or government can take the form of increased services or decreased cost or increased responsiveness to the customer).