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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

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ENTREPRENEUR NAME: BAKER'S COTTAGE

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Executive Summary

In this Case Study, I would like to summarize that Baker's Cottage is a bakery and cafe that serve a bunch of high-quality pastries using traditional recipes, which has been highlighted on their tagline "Traditional Goodness You Can Taste". Even though the company has been opened in the early 90's, they managed to maintain their business until now and officially altered their selves as a quick-service-restaurant (QSR) business. Moreover, 123 retail outlets have been running with new concept design that is more cozy. The purpose of this case study is to identify the entrepreneur's background and entrepreneur's competencies. By doing this case study, we can acknowledge that Baker's Cottage has developed in many aspects in order to improve their business and service when we refer to their entrepreneur's competencies.

Entrepreneur Profile

Baker's Cottage is a Malaysian cafe and bakery founded in 1994 that produce many types of premium pastries, buns, cookies, cakes and mooncake, using traditional recipes and high-quality ingredients. It is believed that their pastries are nutritious as they use premium ingredients. Moreover, their products prioritize exclusive taste that suits local's taste buds, in order to emerge the original traditional feeling. Baker's cottage also offers affordable prices that can be afford by low-income family and any ages.

Leong Hup Holdings Berhad, is the subsidiary to The Baker's Cottage. Their products are dispersed through Baker's Cottage Confectionary Sdn Bhd, their retailing production. Moreover, their factory is located in Kapar area, 50 km away from Kuala Lumpur. As a producer of their products, they had their achievement after 10 years. According to their market research in 2004, it was announced that they achieved RM30 million annual sales and opened 26 outlets in Malaysia.

The objective is to meet customer satisfaction by serving safe products and good customer service as they want to improve their Quality and Food Safety Management System. Baker's Cottage proved that they are a well diverse group who brave to commit to various expansion plans, towards a successful business. Their company also open job opportunities to the public who are interested to be a part of the group.

According to their mission, they are targeting to expand their outlets throughout Malaysia. Currently, they have 123 retail outlets running in 7 respective states out of 13 states. In a website report, The Malaysia Reserve, it was reported that Leong Hup International Bhd (LHI) wanted to achieve 170 outlets to be open by the end of 2021. It was said that Baker's cottage has a potential to grow larger in Malaysia before they go internationally because of the affordable prices that can be afford by Malaysians in daily basis.

Last but not least, Baker's Cottage's business development definitely getting better as they are still going strong for 17 years until now. As example, their business officially upgraded as quick-service-restaurant (QSR) and decided to rebound their brand design concept into a modern and chill environment in 2019. Credits to their well-planned system, they improved in every detail of their lacking situation in order to carry out customer's high expectations.

Entrepreneurial Competencies

1. Initiative

To have a successful business, Baker's Cottage has always move forward in order to achieve their goals to expand their business to new areas. Leong Hup International Bhd (LHI)said that they have been planning a careful and strong plan to spread their wings wider not only in Malaysia but in Asean Market too. In 2020, it was reported that 105 outlets were opened in the Peninsular Malaysia. Currently, they 123 outlets in Malaysia by this year and hopefully they will open 170 outlets by the end of 2021. In instance, there are about 9 outlets had opened in Kuala Lumpur, 50 outlets in Selangor and 6 in Melaka. As we can see, we can see so many growths they have achieve in just one year. It is proved that they take their actions faster in order to become a leader in business.

2. Concern for High Quality of Work

Secondly, Baker's Cottage are very much concern towards their product and service. They make sure that their foods are produced in clean, safe and halal. Quality and Food Safety were established and reviewed during Management Review. According to their Halal mission, they provided training and assist their staff so that they can follow the requirement of handling Halal products. Moreover, their food process starts by manufacturing from local raw materials, packing, storing, and handling in a very safe and possible way so that it is safe to eat for the consumers. For example, to maintain their food quality, their products are made by their central kitchen at the headquarters. It is because they use commissary food system where a company that has many outlets and they will deliver to each outlet at the same time. Baker's Cottage is quite committed to provide the best quality to satisfy their customers.

3. Self confidence

Baker's Cottage is a subsidiary of Leong Hup International Bhd, has got so many recognitions and won awards. As example, Frost & Sullivan Asia-Pacific Best Practices Awards in October 2020 and 2020 Malaysia Integrated Poultry Market Leadership Award. Their achievement has set their goals high to open their business to the Asean Market due to