



اَبُو سَيْتِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS

BAKE BY ANNA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : FACULTY BUSINESS MANAGEMENT & BACHELOR OF BUSINESS ADMINISTRATION (HONS) ISLAMIC BANKING

SEMESTER : 2

PROJECT TITLE : CASE STUDY: COMPANY ANALYSIS

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ACKNOWLEDGEMENT

First of all, we would like to express our gratitude to Allah SWT for enabling us with strength to complete this assignment on time and successfully follow all the instructions to complete this assignment.

Therefore, we would like to acknowledge with thanks, the individuals who had guided us in making this assignment. Firstly, we would like to thanks to our Principle of Entrepreneur's lecture, Madam Siti Zaitun Binti Saddam. She has guided us and our classmate on how to complete this assignment throughout this semester. With her guidance and lecture, we were able to gain numerous new knowledge regarding the business and entrepreneurship that is useful to practice in our life. Besides, the knowledge that we gain is very helpful if we intend to start a business. Also, not to forget to our group members who have been very helpful and delicate while finishing all the task and assignment.

Next, we also would like to express big thanks to our parents that keep motivating and guide us especially during this online semester that required us to study online. Finally, to the Bake by Anna business for taking their precious time to help us in accomplish this assignment. We learnt a lot of things while doing this project. We really appreciate it.

EXECUTIVE SUMMARY

The case study is focusing on the ability for the SME's to sustain and maintain the business in reality as it will affect their company cash flow and as well as our economy growth. The strength of SMEs is determined by how the business owner plans to carry out their duties in order to save the company. SMEs business owners usually tend to struggle a lot to survive in their respective industries due to lack of certain field in their business.

There have been a few challenges in operating the company Bake by Anna, and this case study is focusing on identifying the business's major problems and solutions to assist the business owner in encountering the harsh industry reality. The case study findings are based on an online interview conducted with Mrs. Anis Zulaikha, one of the managers, to obtain more information about her company.

Furthermore, this case study is also focused on what are the strengths, weaknesses, opportunities and threats of this business. It helps the business make the most of what they have to offer their organization. The most important thing is that it could reduce the risk of failure by recognizing where the businesses are lacking at and removing hazards that would otherwise catch them off guard.

In conclusion, this case study of Bake by Anna is designed to assess the business owner's resilience in the face of hardship and the ability to survive in the face of any challenges they might face from now onwards. This case study summarizes the impact on SMEs in certain field as SMEs have always been the toughest to maintain their business due to certain part that they lack off.

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1.0 INTRODUCTION

1.1 Background of the study

Principle of Entrepreneurship (ENT530) is one of the elective subjects needed to be taken by all UiTM students who further their study at Bachelor level. For the purposes of this study, entrepreneurship education refers to a systematic curriculum that teaches students how to grasp consumers' perspectives, market needs, and spot business prospects through entrepreneurship knowledge and skills. It encompasses networking skills, idea creation, developing and implementing a business plan, running a business and evaluating the internal and external business environment.

Nowadays, everyone prefers to conduct business in either an online or offline setting. It enables people to earn more money than persons with fixed incomes, such as government employees or those in the private sector. There are advantages and disadvantages to this since it will define your company abilities and stability in the field in which you are involved. This case study focuses on the Small and Medium Enterprise (SME) companies that have the greatest number of employees and contribute the most to Malaysia's GDP. As a result, the role of SMEs in our country's progress to a high level is critical.

A business plan built solely on the “best case scenario” is like a house of cards, one strong gust of wind can bring the whole thing crashing down. That’s why most organizations engage in strategic planning in order to achieve strategic management. Strategic management enables an organization to shape its own future in a proactive rather than reactive manner.

Entrepreneurship education aids students and learners from all walks of life since it enables them to develop unique abilities and think beyond the box. It also creates opportunities, builds confidence, promotes social fairness, and boosts the economy.