



CASE STUDY: COMPANY ANALYSIS

IZZY CAKEHOUSE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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Alhamdulillah, first and foremost, we would like to thank God for finally allowing us to complete the assignments assigned to us by the Principles of Entrepreneurship lecturer. This mission was completed with all available resources by community members. Furthermore, being offered this assignment as an entrepreneurship student is a great opportunity.

Aside from that, we would like to express our gratitude to our lecturer, Puan Siti Zaitun, because our project would not have been completed as successfully without her guidance. We learned a lot as a result of this task. Furthermore, we would like to thank our family and friends for their patience and assistance in completing the task.

Not to mention, a special thanks to Puan Izzy Dahlan, owner of Izzy Cake House, who agreed to the interview session during this period despite the fact that the only online platform used was Zoom meeting. Last but not least, we are grateful that Puan Izzy took the time to conduct an interview with us because we could not complete this assignment without it.

EXECUTIVE SUMMARY

On April 26th, 2021, my groupmates and I had an interview with Madam Izzy Fadzrin binti Dahlan. She is the founder and an owner of Izzy Cakehouse at Alor Setar, Kedah. The interview was held virtually via Zoom Meeting due to this pandemic, COVID-19. Throughout the interview that we had with Madam Izzy, we had collected the background of Izzy Cakehouse, the organizational structure, the kind of cakes they are selling, how many employees they have, the number of their agents, and the services they are using in this business. Aside from that, we also figured out the main problems that Izzy Cakehouse are and was facing since the first time she starts this business.

Furthermore, we also collected the kind of marketing strategy that Izzy Cakehouse is using. Based on the interview, Izzy Cakehouse is using the teaser strategy which is they give to random peoples to try their cakes and they also put their cakes at the supermarket to get the attention of the public. Other than that, Izzy Cakehouse also using a viral strategy which is they caught people's attention through social media.

Eventually, the supreme key for this assignment is to figure out how much and how far our understanding towards business strategy and entrepreneurship and to be able to analyse between small business and big business and we had given an option to forgo with small business throughout the SWOT analysis. This assignment is also important for us and the other students in order to jump into the business world and experiences in the future.

1.0 INTRODUCTION

The personal risk that an entrepreneur takes in pursuit of a new venture, invention, or another type of enterprise defines them as an entrepreneur. In return for taking that risk, they often benefit the most from the success of their company. Nowadays, many people do their business either it is through online or offline method. Based on this, it allows people to earn more money than those with fixed incomes, such as government employees or those in the private sector and this case study about the Small, Medium Enterprise (SME's) company.

The purpose of this study is for us to conduct a SWOT analysis on a company. To better understand and assess the actual situation instead of a created situation, we need to interview a small business. We not only have that, but we also have to make suggestions and provide alternatives to the company's problems. This study also included an online interview with a business owner to learn about what is heading on within their industry today and whether they are having any effect on any of the issues that occur in the year. For this study, Izzy Cake House has been chosen which is we conduct this study for entrepreneurship subject ENT 530.