



## CASE STUDY: COMPANY ANALYSIS

### LOVE DESSERT

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

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A token of appreciation to Puan Aishah, the owner of Love Dessert who gave us the chance to spare us some time for the interview. All the information that we obtained from the interview session was very helpful and handy to us.

## **EXECUTIVE SUMMARY**

By doing this case study, we will find out precisely about the company's overview, analysis and problems that we will discuss on how to solve them. The method that we use to interview Puan Aishah who is the owner of the business we choose is by online live meeting. We choose to use Google Meet as it is simple and easy to use, and it is also agreed by Puan Aishah. During this pandemic of Covid-19, we are obligated by government to stay at home in order to avoid further spread of the virus.

Puan Aishah started her business out of her interest in baking and she named her business, Love Desserts. The name 'Love Desserts' literally defined as her products are for the ones who admire and love to eat desserts. This name is good for her type of business as it is very straightforward. People could know right away what she is selling for her business. She started her business in 2015 when she was just making desserts for her friends as a hobby, but her friends eventually encouraged her to start scrutinizing this hobby and turn it into a beneficial and profitable task.

Love Desserts serves variety of dessert such as birthday cakes, muffins, puffs, Malaysian traditional sweet treats and pastries. All products are deemed to be safe to consume and made with all Halal ingredients that Puan Aishah herself picked up from her nearest supermarket.

As a mother of a child and a housewife, she does her business by herself as her husband is usually working. She prioritized her family more than her business thus at times, she has to cancel the orders she received when she thinks she couldn't make it.

Her platform of selling her products is through the internet and she mainly use the highest number of user social media, Facebook to promote her business and take her orders from customers. Even before the pandemic, she only uses internet platform to run her business as the idea of having physical shop to sell her products is still out of her desire as she think about her family's care and wellness more. As for her target market, she mainly is aiming towards those who come from low- or middle-class family and that is the reason why her products are sold at reasonable prices. She also accepts requests if the customers want it cheaper than her usual price. So, she will make a portion that suits with the requested price.

The important of doing this case study is for us to learn from Puan Aishah about how or what should we do in order to maximize our profit and eliminate problems if we are destined to be an entrepreneur in the future.

## **1.0 INTRODUCTION**

### **1.1 Background of The Study**

By taking this course, Principles of Entrepreneurship (ENT530), we are required to conduct a case study of an established small business in Malaysia. The case study will be done by interviewing the owner of the selected business via online meeting platform. This enables us to find out the details about the business, analyze the problems faced by the business and eventually seek for the right solutions to solve the problems.

### **1.2 Purpose of The Case Study**

The study of Entrepreneurship is mainly focusing on the development of skills or attributes that enables the realization of opportunity while the study of Management only focuses on managing the operation of a company. Both studies simultaneously relate to each other in order to maximize desired profit and to achieve certain level of goal.

### **1.3 Common Business Problem**

There are several common problems that most of business owners will face when starting a business and one of it is neglecting the on-going career. For example, an engineer wanting to start doing business of Italian restaurant out of his interest of cooking Italian food. It is almost impossible to focus on engineering and at the same time managing the Italian restaurant. In order to acquire a successful business, we are doggedly needed to have a full concentration on managing the business otherwise the business will soon be in a tribulation. Only by establishing a business does not ensure you to be able to continue the business for a long period of time unless if you learn on how to manage it.

Then, business required a lot of manpower. Most of the case, people are having a hard time in finding workers or helpers to run their business. They usually will recruit their family and friends to work in the business as they are more trustworthy than recruiting strangers as the owners are still beginner in handling the business but unfortunately it is not easy to recruit family and friends as they might already have paved their own career path. Finally, the usual problem is lack of financing to start a business. This happens especially on those who come from lower-income families where they cannot find any fund to start a business.