



اَوْنِبُوْرُ سِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

Fundamental of Entrepreneurship (ENT300)

Individual Assignment: Case Study

Prepared by:

Nurul Fara Wahida Binti Juhari (2018284842)

Prepared for:

Madam Nur Hazelen Mat Rusok

Group:

D1BA1195G

Date of submission:

21 November 2020

TABLE OF CONTENT

No	Content	Page
1.0	Executive Summary	1
2.0	Introduction Business Model Entrepreneur Business Profile Organizational Structures Product & Services Business, Marketing and Operational Strategy	2-10
3.0	Entrepreneurial Characteristics	11-12
4.0	Conclusion	13
5.0	References	14
6.0	Appendices	15-16

1.0 EXECUTIVE SUMMARY

I need to conduct a case study to fulfill the Fundamental Entrepreneurship (ENT300) course requirement. I need to collect all the information about a business during a case study to complete the case study. So, for my case study, I selected Azreha BB Multiniaga, or Azreha Bakery. I decided to accumulate information on the internet through an online digital rather than face-to-face interviewing during the hit of Covid-19. I have discovered about their backgrounds from internet information. I have discovered from the information available on the internet about their company background, organizational structure, type of business model, products and services, and operational strategy.

There seems to be an improvement in awareness of the high quality of baking goods such as cake and bread. There is less time for people today to bake wholesome, homemade bread and cake. It is an opportunity for Azreha Bakery to be recognized among the residents as a bakery business. The company expects, with its vast selection of cake and bread, to capture the attention of a regular customer base. The company decided to build a strong market place in the area. To meet the demand of the middle to higher class local market area residents and visitors, Azreha Bakery aims to sell its product at a competitive price.

2.0 INTRODUCTION

Based on case study, I need to find one company that their sales not exceed RM250, 000 in a year. So, we decided to choose Azreha BB Multiniaga or to be known as Azreha Bakery that located at Lot 736 No 2, Kampung Bukit Bunga, 17500 Tanah Merah, Kelantan to evaluate the business performance. Because of the hit of Covid-19, I try to get much information through online digital on internet.

I should choose one small and medium enterprise (SMEs) in Malaysia, during the case study. The selected business must be registered with the Malaysian Companies Commission (Suruhanjaya Syarikat Malaysia, or SSM). To gather all the information I need, I need to do internet research rather than do an interview. This is because, to avoid Covid-19, I need to reduce my movement during this pandemic. The reason I chose this local business is to understand how they carry out their operations.

For the purpose of the case study, the application to the real-life situation of theories and concepts learned in lecture is applicable. Through the case study, students would be capable of developing abilities in problem solving and decision-making.

Business Model

There are three types of the most common forms of business entities registered by small and medium enterprise (SMEs) which are sole proprietorship, partnerships and private limited company.

Azreha Bakery was registered under partnership. Partnership is a legal business entity with two or more partners. In this form of business, a person forms a partnership with one or more persons to carry out a business with a view to making profits. A partnership business is also incorporated under the Business Registration Act 1956 (Amendment 1978).

Business model for this company is owned by Zaleha Binti Zulkifly and Azrol Nizam Bin Abd Aziz. These partners agree to undertake a joint business and jointly own the business. Partners carry out the business, shares the capital, profits and losses. Azreha Bakery intended to be a saler that sells well in large quantities of their products at affordable price to the customers. This business by partnership, they both get may advantages such as a lot of ideas, talents and skills can be pooled together for better management.