



اَوْنِفُورَسِيْتِي تِيكِنُولُوجِي مَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

CASE STUDY RUBRIC



KU ANIS CAKE & BAKERY

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1.0 EXECUTIVE SUMMARY

The content in this case study is included about the entrepreneur and business profile. Then, in this case study, it is also include entrepreneurial characteristics. I also stated the pictures that associated with the bakery in the appendices section. Based on case study, I need to find a business that their sales not exceed RM250 000 in a year. So, I decided to choose one small bakery business that called Ku Anis Cake & Bakery for my case study.

Ku Anis Cake & Bakery is a business that offering many various types of foods such as cakes, bread, cookies and so on that targeted for all people especially to the people who lived in Kota Bharu, Kelantan. As I know, the main product of this bakery is cakes. This bakery is a small to medium local bakery shop which is being operated by owner namely, Tengku Anis with 6 employees depending upon the season as well as the workload in the bakery. I believe that Ku Anis Cake & Bakery is one of the famous bakery in Kota Bharu because of the uniqueness of the cake that produced by the owner of the bakery herself.

2.0 INTRODUCTION

ENTREPRENEUR PROFILE

Owner's name	Tengku Anis Binti Mohd Nizam
Position	Owner to Ku Anis Cake & Bakery
Entrepreneur Address	PT 2809, Taman Kurnia Jaya, Pengkalan Chepa, 15400, Kota Bharu, Kelantan
Number Phone	013-9268843
E-mel	Tganis90@gmail.com
Date of birth	22 June 1992
Nation	Malay
Religion	Islam

First of all, Tengku Anis Binti Mohd Nizam is the owner of the Ku Anis Cake & Bakery. She was born on 22 June 1992 in Kota Bharu, Kelantan, Malaysia. She also a young and motivated entrepreneur who is working hard for her success. At only 28 years old, Anis has already have a bakery at Lot 1823, Kampung Wakaf Mek Zainab, Daerah Panji Mukim Tanjung Chat, 15300, Kota Bharu, Kelantan.

Before this, Anis was a secretary at Maju Jaya Company in Kuala Lumpur. After she decided to start her business in bakery, she quit from her career. Her responsibilities in Ku Anis Cake & Bakery includes customer service, baking and decorating cakes for all occasions, delivering orders and the financial details of the business. She will be together to assist her employees in the kitchen to prepare all the kinds of cakes, breads and cookies to be sold that day.

Anis personality is she as a strong women. This is proven when before she successful in her business, she used to have depression. This is because she always got negative comment for her skills business. At that time, she was not very skilled at making cakes, breads, cookies and so on. So, she decided to stop her business for a while and a few months later, she started to think about new strategies to grow up her business back. Fortunately, she got positive vibes from her family to start her bakery business again and now she already has her own bakery shop.

BUSINESS PROFILE



Name of the Business	Ku Anis Cake & Bakery
Business Address	Lot 1823, Kampung Wakaf Mek Zainab, Daerah Panji Mukim Tanjung Chat, 15300, Kota Bharu, Kelantan.
Website	https://www.facebook.com/tganis90/
Email	kuanisbakery@gmail.com
Telephone Number	013-926 8843
Business Hours	Open every day at 10.00 AM- 10.00 PM
Form Of Business	
Date Of Commencement	20 th December 2018
Date Of Registration	10 th December 2018
Objectives	Signifies that we need to work hard to stay ahead of other bakery which is recently being acquired by other bakery's food.

The existence of this bakery because Anis is a cake lover. Practically, almost every month, she would buy some cakes from any bakery that near with her house. She buys it because she loves to eat cakes especially chocolate and blueberry cakes. One day, Anis thought that she wants to open her own bakery shop. So, she decided to join bakery class that organized by a bakery shop located in the city. Every weekend, she learned how to make cakes, breads,