



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

FACULTY OF BUSINESS AND MANAGEMENT

DIPLOMA IN BANKING (BA119)

**ENT300**

**CASE STUDY**

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## TABLE OF CONTENT

<b>NUMBER</b>	<b>CONTENT</b>	<b>PAGES</b>
1.0	EXECUTIVE SUMMARY	3
2.0	INTRODUCTION: ENTREPRENEUR & BUSINESS PROFILE  2.1 Entrepreneur Personal Background  2.2 Business Background	4 – 5
3.0	ENTREPRENEURIAL CHARACTERISTICS 1) Self confidence 2) Initiative 3) Information seeking 4) Concern for high quality of work 5) Sees and acts on opportunities	6 - 7
4.0	APPANDICES	8 - 9
5.0	OVERALL REPORT	10

## **1.0 EXECUTIVE SUMMARY**

Nurfa Bakery & Cake House is a business that base on cake, bread and cookies. It is where the product has been made fresh from oven. They provide many various types of cake, bread and cookies. The location of the premise is a strategic location in Melor town. This business is actually a family business and now these bakeries was given to the new owner to rebranding and make a new one followed to era 2020. She renews some menu on the bakery and has a special menu that makes her customer always want to have it. The entrepreneurial characteristic of Nurfa have are sees that she can improve her business.

## 2.0 INTRODUCTION: ENTREPRENEUR & BUSINESS PROFILE

### 2.1 ENTREPRENEUR'S PERSONAL BACKGROUND

Owner's name	Ku Nur Fatin binti Ku Mat
Age	33 years old
Position	Manager of Nurfa Bakery & Cake House
Address	Pt365 kedai melor, 16400 Kota Bharu, Kelantan
Telephone number	010-8229654
Nation	Malay
Religion	Islam

Nurfa Bakery & Cake House's, the "Nurfa" name was given by her mother. It is a short name from her name. She rebranding the bakery became a new concept from classic to modern to follow the era of 2020. She design the wall of bakery with pink colour to make her bakery became more sweet and cheerful.

Nurfa really love to bake and be an entrepreneur, no wonder she can take over her family business and growing the business. She has a good baking skill and also knowledge about the business. She can do a lot of design of the cake, from the cake for birthday party to the cake for wedding. Her bakery provides many design of cake that relevant now a days.

Nurfa is also a great leader because she can lead her team working as a good team and improve their business. With the entrepreneurial characteristic that she has, she can grow her business to another level.

## 2.2 BUSINESS BACKGROUND

Business's name	Nurfa Bakery & Cake House
Business address	Pt365 kedai melor, 16400 Kota Bharu, Kelantan
Telephone number	010-8229654
Business hours operation	Saturday – Thursday 09.00 am – 06.30 pm
Business types	Cakes, bread, cookies
Number of employee	3

Nurfa Bakery & Cake House was established in 2018 by Ku Nur Fatin. She takes over her family business and renew the bakery business. She belief that she can grow the business and compete with other famous bakery. Nurfa bakery has 3 workers who help her for baking, manage the product in the chilled and be a cashier.

The location of Nurfa bakery & cake house was at Pt365 kedai melor, 16400 Kota Bharu, Kelantan. Melor is a strategic place to Nurfa bakery because many people went there to buy their needs and want. In that place, Nurfa bakery did not have competitor because they are the only one bakery. It is also easy to their customer to find their bakery that promoted in social media. The bakery is open at 9.00 am to 6.30 am and close only on Friday.

The equipment that Nurfa bakery use to make their product is around RM25 000 from the mixture, oven, freezer, chilled. They use a modern mixture to mix the dough to make a good quality of cakes and also bread. She bought the flour from supplier that supply high quality of flour. No wonder their bread so tasty and many customers like their bread.

Nurfa bakery & cake house become more success and famous when they have a social media and get order from online. Social media is one of the platforms to the entrepreneur to promote their product and let people know about their product. From there, people will get the information of the product.