



اَبُو سَيِّدِي تَيْكُو لَوِي كِي مَارَا
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TEKNOLOGI
MARA

LABLACKED
SPECIALTY COFFEE

CASE STUDY: COMPANY ANALYSIS

LABLACKED SPECIALTY COFFEE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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LABLACKED**

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In the name of Allah, the Most Gracious and the Most Merciful.

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EXECUTIVE SUMMARY

LaBlacked is a brand in the ready-to-drink market with a range of specialty coffees. With the growing demand for coffee in Malaysia, finding good coffee can be a problem. The brand connects farmers, roasters, baristas with consumers and those around them and appreciates a good cup of coffee. Lablacked focuses on delivering sustainable coffee and delicious smooth cold brew coffee.

LaBlacked was established back in August 2020. It was only an online business venture that began when both the founder and co-founder searched and experimented with coffee from different origins and cafes. They decided to share their coffee creation with other people, hence LaBlacked was born. They made their drinks ready-to-go in glass bottles to make it easier for consumers to drink whenever they want and the packaging is also reusable.

Besides that, the company's speciality is that their coffees are cold brewed. The taste of the coffee is less bitter and it is also lower in acidity, making it also suitable for people who are not avid coffee drinkers. LaBlacked provides their coffee products to different cafes and they also produce their own product for their own brand.

With this report, we hoped that by analysing their nature of business and resolving a few challenges, the company would be able to gain a few useful insights. These would allow them to skyrocket their business to new heights and advertise their business in a better way in the future.

CHAPTER 1. INTRODUCTION

1.1 Background Of The Study

This principle of Entrepreneurship course or ENT530 is a subject that gives a guideline and exposure to students about business orientation. In this course, students need to conduct a case study related to a Small and Medium Enterprises (SME) business or company. In this case study, students are required to interview any Small and Medium Enterprises business or company to get to the problems that are faced by the business or company.

As a result of this case study, students need to analyse the problem and list out the solution for any problem that the business or company faced. This case study is very beneficial to students because students will be exposed to how companies operate and run their business and to give students an idea to be more creative in conducting a business.

This case study can be a platform for students to learn how to solve a problem that they will face in any business or company. In this case study, we are doing a case study on Lablacked company. Lablacked is a brand that offers a ready-to-drink market with a range of specialty coffees. We are trying to find out more about the issue and problem that they are faced with.

They aim to expand Lablacked products as a lifestyle ready-to-drink beverage alongside Milo, Nescafe and many more that consumers can buy in supermarket chains and minimarts. The current strategy is for them to get major exposure through online platforms and collaboration with local brands, and utilize this to create greater brand awareness to enter local retail markets, and international markets subsequently.