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CASE STUDY

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EXECUTIVE SUMMARY

In summary, many entrepreneurs have achieved their targets to be successful in the business world. I want to share a quote that says “true entrepreneur is a doer, not a dreamer”. Every entrepreneur must start with a first step. It is because we need to climb the stairs before reach the success.

In this case study, I need to collect all information about a company to complete study case. The entrepreneur is running the “Bahulu” business as a product that I do the research. In this case study also learn about the history of the business and background of the business. How to start the business? How to do the business? All of this I do the research in this case study.

Following the research of the business, I perform in identify the problem and suitable solution of this problem. So, students can learn how to solve the problems with appropriate solutions. The problem become from marketing activities, operation activities and administration activities. After that, I also do the SWOT analysis to find the weakness, strengths, threats, and the opportunity of the business. Students can find the problems through the SWOT analysis. It is important when to decide to do the business. If the business do the SWOT analysis, their business can more organized and strategies.

Finally, I decide to innovation the “Bahulu” become interesting thing. In conclusion, after I do the research to the “Perusahaan Bahulu Sedap” exactly it is not easy to do the business because there are many challenges in future and they need to be ready. After that, students can learn better by real life examples because the case studies assess application on theories and concepts learned in class to real life situations.

INTRODUCTION

Being entrepreneur is not easy job there are many problems that they need to faced it. You may look being entrepreneur is easy and fun because get more profit, rich, sometimes famous but in reality they have to face with many problems in their business. And among of the problems is problem in operation activities because they use manual machine so, it difficult to produce more “bahulu”. After that, the problem of marketing activities is Perusahaan Bahulu Sedap has the problem with the supplier of raw material which is with supplier of flour. Sometimes, the supplier of flour did not get to provide it for Perusahaan Bahulu Sedap. Furthermore, this problem also in marketing activities is they did not use the social media for promote their product. Social media is the best way to introduce the product and it can advance the business.

The purpose of this case study is to provide better understanding to the students that how the entrepreneur runs the business. The students can learn about how to do marketing strategy, administration activities, about financial activities, operation and manufacturing activities, how to register the business. Through the case study, students also can do research about the information of the business they choose. The students also can learn to identify the problems that company faced it and brainstorming the suitable solutions of the problems.

After do the research of the business, it is not easy to run the business. So, I have decided to choose “Perusahaan Bahulu Sedap” for my case study. Name of the owner is Nor Adini binti Ismail and “Perusahaan Bahulu Sedap” is at Kampung Bukit Tok Beng, Kuala Nerus Terengganu.

INDUSTRY PROFILE

Kuih Bahulu is a traditional Malay cake from the olden days. The duration to make Bahulu takes a long time of preparation mixture to the combustion process. Bahulu has become the main menu in Malay dish on feast days or on occasions of greatness, such as Hari Raya and Wedding Ceremony. It is also one of the popular things that were put in the goodies for any occasion and wedding. Ability to provide good Bahulu in appearance and taste give pride to the individual who make it because it is the focus on Bahulu's fan.

Based on old folks, the words bahulu came from the phrase “buah tangan dari hulu”. It also believed that it came from Bankahulu, Indonesia. This cake can be stored for a long time and suitable for a long journey because it was small and light. There are five types of bahulu made and sold in “Perusahaan Bahulu Sedap” namely bahulu cermai, bahulu kemboja, bahulu strawberry, bahulu chocolate chip and bahulu jackfruit. Kuih bahulu strawberry, bahulu chocolate chip and bahulu jackfruit was created by the owner of the “Perusahaan Bahulu Sedap”.

On direct exposure to preparing Bahulu pastry from previous generations, then our present generation is determined to inherit the family continuity in the baking of bahulu. In other words, Kuih Bahulu is small sponge cakes, very soft. Traditionally were baked in special mold over coal oven, now baked in the home oven. Kuih Bahulu is also popular in Brunei, China and India.