



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكَي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN PUBLIC ADMINISTRATION
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA, KELANTAN

ENT300

Fundamentals of Entrepreneurship

CASE STUDY RUBRIC (INDIVIDUAL)

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1.1 EXECUTIVE SUMMARY

With respect to satisfy Fundamental of Entrepreneurship (ENT300) course requirement I have to carry out a case study about a company. To satisfy this case study, I have to gather the entirety of the data about the company that I had pick which is Ku Anis Cake and Bakery. Accordingly, I had contact Ku Anis Cake and Bakery manager who is Mastura to do an interview with the owner of the shops who is Tengku Anis Azrien Bt Tengku Safaei in order to know about that shop in details. Ku Anis Cake and Bakery is a small shop that produces and sell a several of cakes, snacks and biscuit. All of the product is produce by handmade and originally recipe from the owner.

Before the shop is officially establish she had begun this business on a homemade basis that started with no employee. From the interview, I had known a lot of information about the company which is about the background of the business, entrepreneur profile, business profile, type of product and product marketing. In addition, I also enable to analysis the entrepreneurial characteristic that being practice by the owner of Ku Anis Cake and Bakery.

2.1 INTRODUCTION:

Based on the case study, I have to choose one small or medium enterprise (SMES) in Malaysia, that is a small company that have under 10 employees and their annual profit must not more than 250k. Moreover, the organization that had being chosen must be enrolled under Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). Hence, I had decided to choose Ku Anis Cake and Bakery as my case study, it is located at Lot 1823 Kampung Wakaf Mek Zainab, Daerah Panji Mukim Tanjung Chat 15300 Kota Bharu Kelantan. To evaluate the business execution and endeavour to get a lot of data about the organization, I had to go do an individual interview with the manager and staff.

The reason why I choose this local product business is to know the ways they deal with their business and how they remain contend capable among enormous organization particularly organization that been known or popular among purchasers. Ku Anis Cake and Bakery was taken in conjunction with the owner's own name that Is Tengku Anis Azrien Bt Tengku Safaei and it is a wholly Bumiputera owned company. From the name of the shops, we know that the company is produce and selling variety of cakes that mostly is depends on customers' demand.

Target of the study case is to get to application on theories and concepts learned in lecture to genuine circumstance. Through the case study, students would be proficient to improve issue settling and decision-making skills.

2.2 ENTREPRENEUR PROFILE

NAME:	Tengku Anis Azrien Bt Tengku Safaei
Birth Date:	16 September 1990
AGE:	30
GENDER:	Female
STATUS:	Married
EDUCATIONAL:	Sekolah Menengah Kebangsaan Putera
ADDRESS:	LOT 1978 KG WAKAF MEK ZAINAB, DAERAH PANJI MUKIM TG CHAT, 15300 KOTA BHARU KELANTAN.
NO. of EMPLOYEE:	10

Tengku Anis Azrien Bt Tengku Safaei is the owner of Ku Anis Cake and Bakery and being helped by her staff. This shop is separated into 3 sections which is a cake decorating room, a middle room for making cakes and bread and an end room for making bread. Besides that, the company gets raw materials or bakery from the main suppliers, namely IJ Walk In, Bake Boss and Citarasa. Ku Anis Cake and Bakery has 2 shift of working hours which is 9.30 a.m–7.30 pm and further 1.30p.m-10.00 pm.