



اُنْبُوْا سِيَّتِيْ تَكُوْنُوْا لِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**FACULTY ADMINISTRATION SCIENCE AND POLICY STUDIES**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**INDIVIDUAL ASSIGNMENT**

**CASE STUDY**

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**DATE OF SUBMISSION:**

**20<sup>th</sup> November 2020**

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## **EXECUTIVE SUMMARY**

As a student of Fundamental of Entrepreneurship (ENT300), the student needs to carry out a Case study in order to fulfil the subject as stated. During a case study, this student needs collect all information about a company to complete study case, so this student decides to face-to-face interview the owner of Salsabila Bakery Shop, who name is Puan Najibah Binti Mohamed Zaid. As the result of interview to the owner, this student has known about their background of the business, organizational structure, type of business model, products or services marketing and operational strategy. This student also able to analyse the business entity using SWOT through case study and identify the problem faced by this company and trying to recommend an alternative solution towards the problem.

## **1.0. INTRODUCTION**

Based on the case study, the student has to find the company who estimated sales which is not above RM250,000 a year. So, this student decides to choose Salsabila Bakery Shop, which is located at S/47, Lot 546 Padang Bongor, Jalan Pengkalan Chepa, 15400 Kota Bharu, Kelantan. This is to evaluate the business performance and try to get much information through personal interview with the owner only.

In this study case, the student should choose small company with not exceed in 10 staffs in Malaysia. Company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or known as SSM). There is only one member who involve in case study, which is Daeng Kasturi Bin Nazman. In order to collect information from the company, this student use face-to-face interview to the owner to collect the information as it requires in this case study. As a result, this student finally chooses Salsabila Bakery because this company is near hometown and easier to gather the information during global pandemic of COVID-19 besides to know how they manage the business. Salsabila Bakery registered under GMZ Resources' name and only company ever exist until now.

As for the objective, it is to undergo application on theories and concepts that learned in lecture to real life situation. Through the case study, student should capable to improve in solving problems and decision-making skills.

## 2.0. COMPANY BACKGROUND

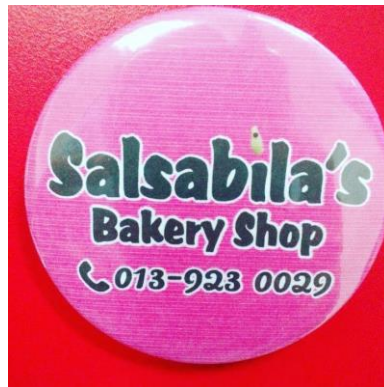
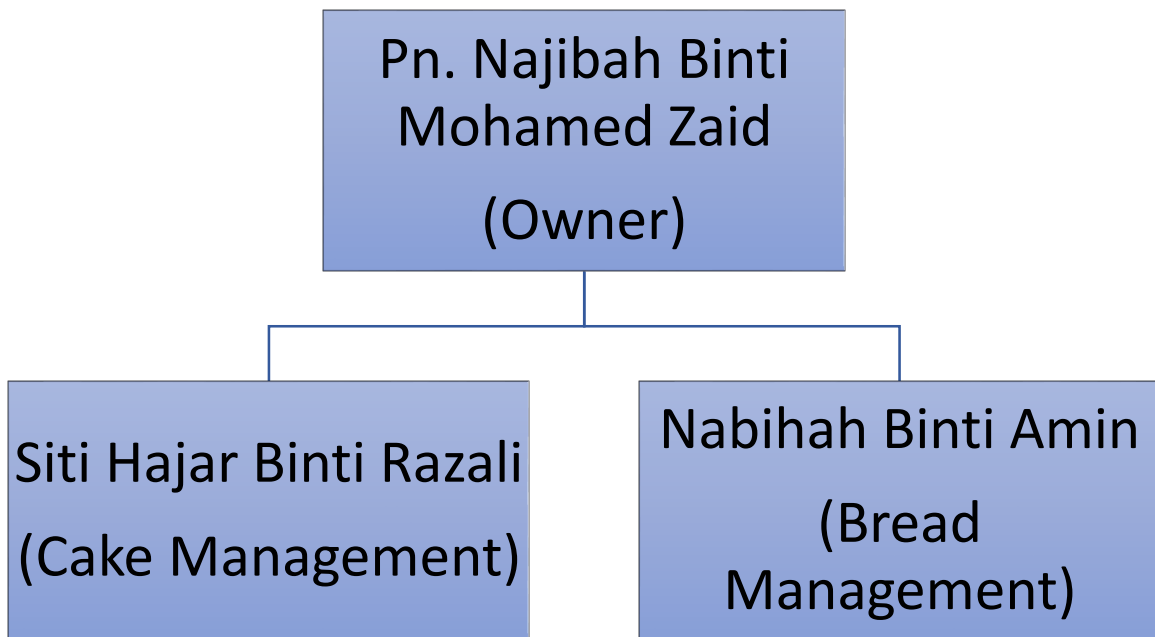


Figure 1: Logo of Salsabila Bakery Shop

### 2.1. Background

<b>Name of the Business</b>	Salsabila Bakery Shop	
<b>Business Address</b>	S/47, Lot 546 Padang Bongor, Jalan Pengkalan Chepa, 15400 Kota Bharu, Kelantan	
<b>Correspondence Address</b>	S/47, Lot 546 Padang Bongor, Jalan Pengkalan Chepa, 15400 Kota Bharu, Kelantan	
<b>Website</b>	<a href="https://www.facebook.com/salsabilabake4u">https://www.facebook.com/salsabilabake4u</a> <a href="https://www.facebook.com/Najibahfz">https://www.facebook.com/Najibahfz</a>	
<b>Email</b>	<a href="mailto:jee_fmz@yahoo.com">jee_fmz@yahoo.com</a>	
<b>Telephone Number</b>	017-9030210 019-3313202 013-9230202	
<b>Fax Number</b>	09-7441202	
<b>Form of Business</b>	Sole Proprietorship	
<b>Main Activity</b>	Bakery that sells bread, cakes and cookies	
<b>Date of Commencement</b>	7 <sup>th</sup> July 2013	
<b>Date of Registration</b>	9 <sup>th</sup> April 2008	
<b>Registration Number</b>	KTD0239884-X	
<b>Company History</b>	2013	Establishment of Salsabila Bakery
	2013 – end 2019	Estimated of sales are roughly in RM90k to RM120k a year
	Early 2020	Sales began rapidly decrease because of COVID-19 Global pandemic

## 2.2. Organizational Structure



Salsabila Bakery Shop is owned by Puan Najihah Binti Mohamed Zaid. The company is correctly managed by the owner itself with the assistance of her families, in terms of marketing, finance, management and human resource. The owner of this company started their business 7 years ago with her family. Starting from 2013 until now, Salsabila Bakery Shop only bake cakes, bread and cookies. As for responsibilities, the owner and her family take responsibilities to themselves as they manage the company to generate income. If the owner is absent, another family member may take in charge of the owner's job.

The cake manager is Siti Hajar Binti Razali, who is responsible for baking the cakes as well as managing the ingredients of the cake. She will make sure the cake she produces has its own quality using her own outstanding of creativity. She also manages on quantity of the raw ingredients on baking the cakes so that she would not go overboard.

The bread manager is Najihah Binti Amin, who is responsible for making breads besides managing raw ingredients of the bread. Her job basically the same as the cake manager but only produces bread using that ingredient.

### 2.3. Business Model

There are three common forms of business in small medium enterprises (SMEs), which is Sole Proprietorship, Partnership and Private Limited Company.

Salsabila Bakery Shop was registered under sole proprietorship. Sole proprietorship is formed under Business Act 1956 (amendment 1978). Business for this model is solely owned by Puan Najibah Binti Mohamed Zaid, where the management rest on Salsabila Bakery liability is unlimited. Basically, a sole proprietorship business requires a small amount of capital to start with for this company, so the owner established the company with capital of RM2,000. As for generate new ideas, only Puan Najibah Binti Mohamed Zaid, the owner of Salsabila Bakery, who can decide to use that kind of ideas as a sole proprietorship that only make decision herself.

Salsabila Bakery Shop is a sole proprietorship that is owned and run by one person and which there is no legal distinction between owner and business entity. The owner is in direct control of all elements and is legally accountable for the finances of business may include debts, loan and loss.

### 2.4. Products/Services

Salsabila Bakery Shop is focusing her business on bakery stuff such as cake, bread and cookies and it's for everyone. They sold Hokkaido, Tornado, Layer Cake and others. The cakes they made are so unique that they made several feedbacks from the customers. Therefore, this student chooses 3 main products out of all products that are popular in local area.

First and foremost, is the cake named Hokkaido. Hokkaido is basically cream pie but in medium size that put in plastic container which is 12 cakes each. It is also filled with rich custard, whipped cream or pastry cream and garnished with powdered sugar. The cake usually put in medium-sized cupcake holder before putting into exact package.



*Figure 2: Hokkaido*

Secondly, is the cake named Tornado. Tornado cake is medium-sized cake that put into medium-sized container and filled with chocolate syrup. It usually comes in different flavour of cake with a different of fillings. This package comes with a spoon as the customers can eat wherever they go.



*Figure 3: Tornado Cake*



Thirdly is Layer Cake. Layer cake comes in two different flavours, which is pandan, and yam(keladi). Layer cake is a multiple large-sized cake that stacked together on top and held together with frosting. It usually garnished with coconut flakes.



*Figure 5: Layer Cake (Pandan)*



*Figure 4: Layer Cake (Yam)*

While other bakery products such as Indulgence, Soft Cheese, Cake Slice and Korean Garlic Bread are the least popular products. Moreover, these products do not give attention among customers.

## 2.5. Business, Market & Operational Strategy

Marketing strategy enables a business to plan for its limited resources in order to achieve stated marketing objectives and helps to deliver customer's satisfaction yet provide business with competitive advantages. Salsabila Bakery Shop's products had taken a few steps-in developing their marketing strategy.

## **1. Product Strategy**

Salsabila Bakery Shop produces cakes, bread and cookies as these products can meet the needs and want of their customer and produce high quality of their products at the same time. The target member is family member with all age except kids. They do have a regular consumer which are most of them are local customers and satisfaction. This business entity started to be well-known as the customer share their thought and give a good feedback about products that business entity is produced.

## **2. Pricing Strategy**

Salsabila Bakery Shop will maintain a flexible pricing strategy. They set the price of their product using the usual of bakery products at the same time not to raise the price due to competition or this business entity will lose their customers.

## **3. Place Strategy**

For the place this student chooses Salsabila Bakery Shop located at near Cybercafe that faced forward towards Mahaad Muhammadi, 15400 Kota Bharu, Kelantan, which is slightly near main road. This business entity also can get advantages from the location strategy because some student tends to visit bakery shop often after school ends. They open from 9:00 am to 6:00 pm every day, except Friday.

## **4. Promotional Strategy**

There is specific strategy taken by this business entity to expand their business as they will promote their product widely because they will attract their customers to shop for their products. This business entity does the promotion in social media like Instagram and Facebook and exposed their bakery products in front of their store. This may attract their customers that they think this business entity has promotion.

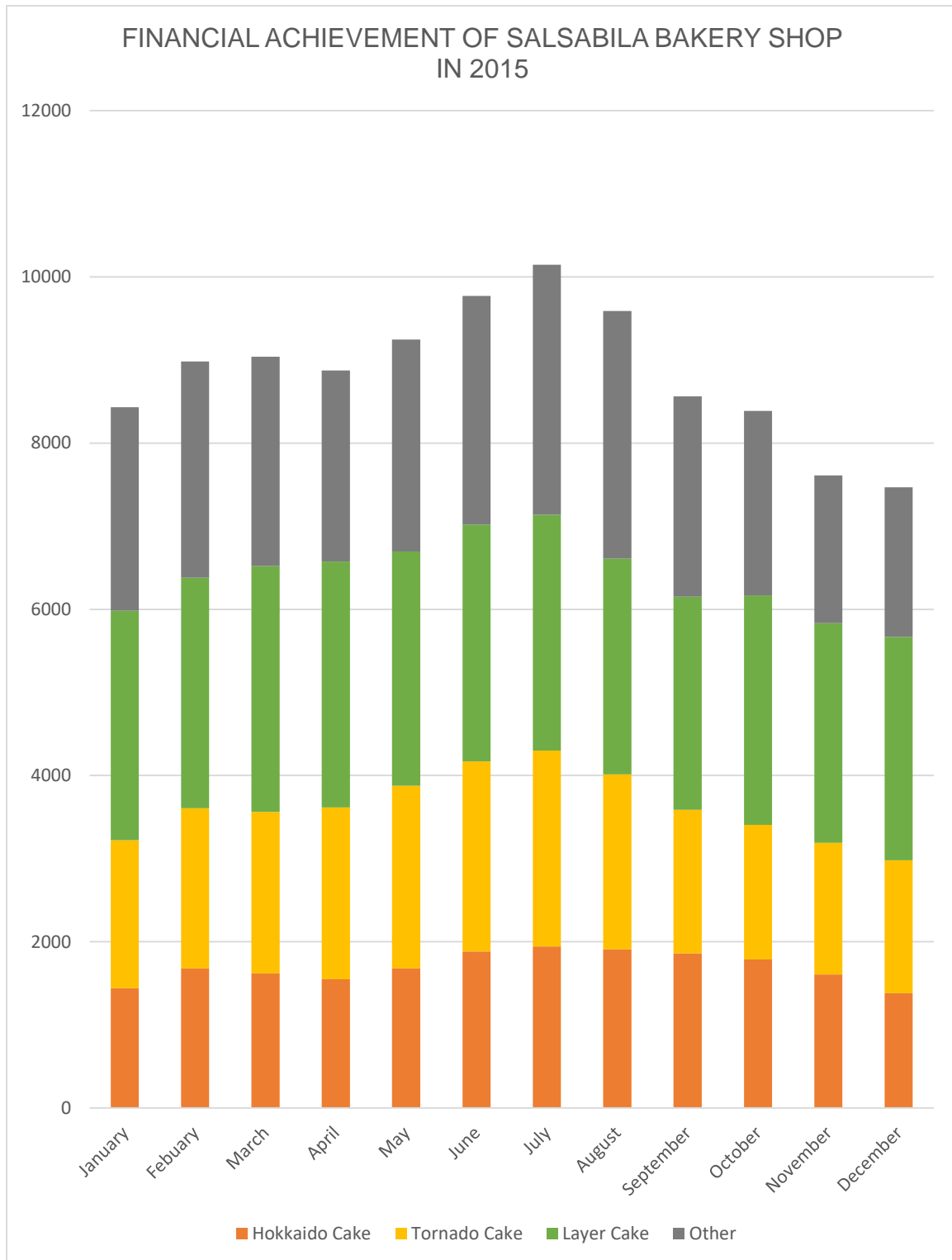
## **5. Operational Strategy**

Operation is the one of the most important function in business organization. Managing operation is vital to make sure the products and services meet the precise quality standard at a minimum cost. It is also important to completely utilize the labour, equipment and material, at an equivalent time to reinforce productivity through efficiency. The operational plan is the main aspect of the business to transforming the input products into output. With that, the business entity may generate their profits.

From what have been stated by the owner of Salsabila Bakery, they choose to by ingredients in nearest retail store rather than cooperate with a factory. The company decided to make a cake in homemade style than hire the factory to produce their products.

In advance, it will save the cost of operation because choosing to cooperate with a factory can charge an extra and may be overload to small company to handle. So, the company decided to make a product using their hand which is can control the number of production as well as to decrease wastage of raw ingredient.

## 2.6. Financial Achievement



### **3.0. ISSUE PROBLEM**

#### **1. Limited parking area**

The limited parking area is issue of the business. Parking facilities at the bakery shop has become a huge problem for the customer to park their transport while coming over because the parking area space is limited up to 5 cars and have to share with cybercafe. Apart from that, the parking area just for staff so the customer may find it difficult to park their cars as the location at S/47, Lot 546 Padang Bongor, Jalan Pengkalan Chepa, 15400 Kota Bharu, Kelantan.

#### **2. Anxious buyers**

Buyers always ask a lot of question about products, although this student have shown evidence that the product already got an approval of food safety department (BKKM) and yet they still doubt it.

#### **3. Season**

Due to global pandemic of COVID-19, Salsabila Bakery share with this student as profits may decrease month-by-month since movement control order was introduced. Until now, Ministry of Education states that all school in every state must be closed until early 2021, in which made a huge impact on this business entity.

#### **4. Unpopular products**

The other products such as Cake Slice, Indulgence, Soft Cheese and Korean Garlic Bread are the least choice of the customers. So, they had to sell it in lowest price because to prevent overloaded stock in their bakery shop.

#### 4.0. COMPANY ANALYSIS

	Internal	External
Internal Origin (Attribute of the Organization)	<p style="text-align: center;"><u>Strength</u></p> <ul style="list-style-type: none"> <li>- The ingredients of this product are fresh.</li> <li>- They got profits in every after-school day.</li> <li>- Affordable price</li> </ul>	<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> <li>- They had no store in every area.</li> <li>- Limited storage of stock.</li> </ul>
External Origin (Attributes of the Environment)	<p style="text-align: center;"><u>Opportunity</u></p> <ul style="list-style-type: none"> <li>- Customer can repeat the order and know how to get the type of product they want.</li> <li>- Introduce as a role model in every country in the world.</li> <li>- The customer hypes on cake new looks.</li> </ul>	<p style="text-align: center;"><u>Threat</u></p> <ul style="list-style-type: none"> <li>- Have a lot of competition with other bakery product.</li> <li>- Unstable economy due to global pandemic.</li> </ul>

## **5.0. RECOMMENDATION**

### **1. Introducing new cakes**

Introducing more cakes with more innovation such as crepe, glaze cake, cheesecake and so on. This will gain more experience on pastry skills as well as attract more customers as they found new things on the bakery. Moreover, it will increase their fame because of their innovation skills on cakes, breads and cookies.

### **2. Having promotion for least popular cakes**

For the least popular cakes such as Indulgence, Soft Cheese, Korean Garlic Bread and Cake Slice must increase their sales by promoting it. In addition, it is to maximize their profits and increase their sale at least double.

## **6.0. CONCLUSION**

In the nutshell, business who produce different products have their own privileges. Sometimes the profit, capital and so on are often changeable based on how businessmen and businesswomen can handle it depend on the situation there are in. Besides, whether how big or small the company is, if they know what their responsibility on handling the company, it may live longer and preventable from bankruptcy.

Based on Salsabila Bakery Shop that this student research, they always find the new ideas on ensuring the top quality for cakes, bread and cookies at the same time to satisfying the customer's needs. It is to achieve the company's objective. For example, they always improve their products by learn and recreate it in innovative way.

Furthermore, based on swot analysis can also help them in promoting their products based on strategy planning, price, quality, packaging and more. With that, the products should equally reach their goal for a long time. In addition, swot also will help them deal with problems faced by their company so it can be maintained the company's good name without being affected.



## REFERENCES

*Interviewing Puan Najibah Binti Mohamed Zaid, the Owner of Salsabila Bakery Shop*

## APPENDIXES



*Figure 6: Official page of Salsabila Bakery Shop*

 **Salsabila Bake 4 U**  
November 17 at 10:23 AM · 🌐

cuti sekolah promo rm25/3box .  
@@@@@@@@@@@@@@



**Hokkaido**

👍 1

👍 Like    💬 Comment    ➦ Share

 Write a comment...    😊 📷 📺 📌

Figure 7: Promotion posted by Salsabila Bakery Shop



kkg\_salsabilasbakery

Follow



720 posts

1,720 followers

1,003 following

NajibahZaid Salsabila Homemade

Followed by norasihkila

POSTS

TAGGED



Figure 8: Instagram of Salsabila Bakery Shop