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UNIVERSITI
TEKNOLOGI
MARA

ENT 300 FUNDAMENTALS OF ENTREPRENEURSHIP
(CASE STUDY)

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EXECUTIVE SUMMARY

Based on course requirement of Fundamental of Entrepreneurship (ENT300), there has the case study that I have to complete. During the case study, I must choose and collect the information about the company to ensure I have the strength and accurate point to be included in the case study. So, I decided to contact the owner of Ambrosia Bakery which is Mr Liow to getting the information such as the bakery's background, organizational structure, product marketing and operational strategy. Then I also make some analysis about the business entity using SWOT analysis which are strength, weakness, opportunities, and last but not least is threat. In addition, I also enable to identify about how an entrepreneur solve and develop the bakery.

1.0 INTRODUCTION OF BUSINESS

Based on the case study description, I have to choose the company either sole proprietorships or partnership. I had decided to choose the Ambrosia Bakery which is the sole proprietorships company to evaluate the business performance and also try in getting the information through research from the website of the shop or make the personal interview with the owner and also staff. It is also known as the sole trader, individual entrepreneurship or proprietorship, a type of enterprise that is owned and run by one person and in which there is no legal distinction between the owner and the business entity. Other than that, the sales of the company must not exceed RM250,000 per a year.

Next, in completing my case study, I have to choose one small and medium enterprise (SMEs) in Malaysia. The company that will be selected must fulfil a few requirements especially it must be registered with Companies Commission of Malaysia (SSM). This commission is responsible in certificate the company to be legal. So, all the company that had been registered under the commission are bound with rules and regulation that was set up and they should obey on it.

Then, there are a few reasons why I chose this bakery in completing my case study in this subject such as it is the sole proprietorship business, the company is registered legally, and also it is the local product. The objective of implementation of this case study is to apply the theories and concepts that had learnt during the lecture session in the entrepreneurship subject in the real life. Through the case study, the students including me would be capable to improve problem resolving, and decision making skills.

2.0 COMPANY BACKGROUND



Figure 1: Logo of Ambrosia Bakery

2.1 BUSINESS PROFILE

Name of the Business	Ambrosia Bakery
Owner of the Business	Mr. Liow Thong Chin
Business Address	5 & 6, Jalan Nagasari 22, Bandar Segamat Baru, 85000 Segamat, Johor.
Website	https://www.facebook.com/AmbrosiaBakeryMalaysia/
Email	ambrosiabakery1@hotmail.com
Telephone number	012-7075967 (Mr. Liow)
Fax number	07-9433809
Form of business	sole proprietorships
Nature of Business	Baker and Confectionary
Status	Existing
Operational time	11 am – 9 pm
Date of Registration	20 November 2001
Registration number	201101043140 (971260-H)
Company History	This bakery began the business from year 2001 until now, and also it is one of the famous bakery shops at Segamat city with almost ten years of business experience.