



اَوْنُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PELAN

NAME OF COMPANY : MAMENA ICE-CREAM

TYPE OF BUSINESS : MANTOU ICE-CREAM

PREPARED BY

FACULTY & PROGRAMME : FACULTY CIVIL ENGINEERING (EC110)

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PROJECT TITLE : CASE STUDY MAMENA ICE-CREAM

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EXECUTIVE SUMMARY

The case study is very important to provide the information and evaluate the company's background, company's analysis by using SWOT method and company's problem as well as the solutions for students to solve the problem. During this research, we have chosen Mamena Ice-Cream as our case study assignment. Firstly, the student have to decide the method that can be used in order to get information from the owner. In this case, the method of face to face with the owner is chosen.

Based on the interview, the founders of Mamena Ice-Cream, Puan Amalina Mamena Binti Mohamad and Mr. Ezzu Ezwan Bin Mat Alis decided to make ice cream business since 2017. It has been two years and one month since the business conducted. The unique ones about this company is they using 'Mantou' with ice-cream which able to gain a lot of attention from public. The founder is very creative where she is using different type of ice-cream flavor in order to make it more attractive. Before the owner starts their business, they already provided the machine of ice-cream. Hence, the owner also seem to be participate in Program Tunas Usahawan Belia Bumiputera, TUBE. At this program, every entrepreneurs who been join this program in three weeks able to get money about RM15000 in order for them to start their business. Lastly, they target is to receive Halal certificate from the JAKIM.

INTRODUCTION

Background of study

Entrepreneurship education prepares students to enhance their skill and knowledge of business system. Due to this education, the students able to motivate themselves to be more innovative and creative in order to compete with another entrepreneurial. Hence, the product that they had created is able to reduce the burden of people in their daily life.

Entrepreneurship education helps the students to find the information about how the owner managed his or her business in terms of financial, employees, branch and the others. During this case study, the students are able to learn from their experience from zero until they become successful. From this, the students take their chance to discuss more on how the owner able to do his or her marketing with the lack of technology besides operational strategy to compete with another brands. Last but not least, this case study able to motivate the students to become a good entrepreneurial other than make them to be brave and take many challenges to become successful person.

Describes the problem business

When running a business, there are a few challenges that have to be overcome by entrepreneurial in order to make the business able to compete in global which are ;

1. Finance

- Entrepreneurship means having access to capital, understanding business finance and building successful relationship with lenders. When starting a venture, however an unprepared entrepreneur may encounter cash flow problems when he or she does not have networks of dependable lenders.
- Besides that, an entrepreneur must understand business finance or risk overpricing offered services. This is because of overpricing will cause insufficient sales and cash.

2. Recruiting employees

- Needing to hire more people is a good problem for small business owners to have as it likely indicates they are having trouble keeping up with demand.
- Next, the owner also need an expert in a certain field in which in case they are probably worried about their new hire costing a fortune.

3. Poorly priced products and services

- The nationwide and international companies obtain products at rock-bottom prices because of the sheer quantity of goods they orders. When pricing is too good and services are too low, it can delay the process of turning a profit.
- It also should have a proper location and hours to gain attention from the public.