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ENT530 PRINCIPLES OF ENTREPRENEURSHIP

CASE STUDY



CINNAMON PASTRY HOUSE

FACULTY OF BUSINESS & MANAGEMENT

BA232 3C

SUBMITTED BY

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EXECUTIVE SUMMARY

Cinnamon Pastry House Enterprise is a "Halal" food product made by a Muslim firm in Kluang, Johor, that specializes in pastries and baked foods. This business was formed by Mohd Salleh in early 2019, and its manager, Muhammad Syahir, is in charge of them, as well as other employees. Every function in this organization plays a critical part in ensuring that the business runs smoothly and meets its objectives.

Moreover, the main point here is we will analyze the Business Model Canvas for this company and identify the problems faced by the company. Plus, what they wanted to achieve in the future to ensure that their business could flow efficiently. The BMC concentrates the company's efforts on the strategic areas that are most important and will have the biggest influence on growth.

Furthermore, we are going to explain the introduction of this case study assignment. In the introduction, we will go through the business model canvas in detail, and we will explain our main purpose of doing this assignment. Moving on to the next part, we will inform about the background of the company we have picked, we also will go into the details of how it was put together and who was involved.

Moreover, in this case study also we will give some exposure to what kind of products and services that this company offers. In the following part, we give a deep explanation and some examples of the products and services. Next, we will explain the business strategy, their marketing strategy, and their operational strategy in the following part. Not just that, we will explain about their financial achievements, and their struggle to make a profit, especially during this pandemic.

Subsequently, the most important part of this case study is, we will go through each of the components in the Cinnamon Pastry House' BMC one by one. For instance, their customer segmentation, revenue streams, and many more. We will identify the challenges that this firm has based on the findings of our study on BMC. Then we will provide some recommendations for resolving the issue.

1. INTRODUCTION

1.1 Background of Study

The Business Model Canvas (BMC) is an entrepreneur's tool for visualizing, designing, and reinventing their business model. Alexander Osterwalder, a Swiss business theorist, and novelist created it. The BMC is a visual representation of key business elements and their relationships. You can get a clear picture of your value proposition, operations, customers, and finances by using the BMC. You may use it as a small company owner to determine target market segments and how to appeal to them. When it comes to determining where to spend your time and attention as you establish and expand your business, that's a strong tool.

Business Model Canvas is really helpful to students to make sure they are really totally understanding about how one organization runs its businesses. There are several studies about this topic, one of it is from Unimed International Conference on Economics Education and Social Science shows that, Student responses to the application of BMC viewed from each aspect turned out to be 100% happy, 85% said new, 96.55% said the language used was clear, and 93% understood. Furthermore, 89.5% of students asked for the application of the BMC model to be interesting, and only 10.50% stated that it was less attractive

For ENT530 students will do case studies on any business or firm in this course. Students are obliged to interview any business or corporation to learn about the challenges that the firm or business is facing. As a result, students will analyze the problem and come up with a way to solve it. Students will be introduced to an or corporation to run and operate their business through the case study.

In our humble opinion, we think that this case study is really helpful and beneficial for us. It teaches us how to avoid any problems or solve them in the future. Moreover, we also can explore more on how to operate on the right way about the Business Model Canvas (BMC).

This study was done to introduce students to the kind of difficulties that might arise in a business and how to effectively deal with them. We can gain some suggestions on how to make our business better in the future by performing this case study. This will assist us as students because we will be forced to think critically about how to enhance our company's operations, sales, and marketing.

We chose a pastry bakery named Cinnamon Pastry House to fulfill the requirement given in the case study because we were required to conduct a case study, which is an activity, event, or problem that contains a real or hypothetical situation and includes the complexities that would be encountered in the business. This pastry shop in Kluang, Johor, provides services to residents and workers in the area by offering food and beverages. This company is open seven days a week, from 9:00 a.m. to 7:00 p.m.

Entrepreneurship education aids students and learners from all walks of life since it enables them to develop unique skills and think beyond the box. It also generates opportunities, builds confidence, promotes social fairness, and boosts the economy. Entrepreneurship education also equips aspiring entrepreneurs with the knowledge and skills necessary to succeed in key business areas such as finance, sales, marketing, management, and accounting, as well as more broad-based talents such as flexibility, effective communication, and confidence.