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UNIVERSITI  
TEKNOLOGI  
MARA



# CASE STUDY: COMPANY ANALYSIS

## KEDAI KEK CINTA DUNGUN HQ

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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## EXECUTIVE SUMMARY

This following report is about the analysis of small business that we have chosen for our group project which is Kedai Kek Cinta Dungun HQ. The primary aim of the task was to understand deeper about the entrepreneurship in every aspect as what we learn in class. It is also to identify the major problems of the company and find a better solution for it. We decided to choose Kek Cinta Dungun HQ as our key partner to do an interview because it has its own uniqueness in the bakery industry. This is because the business owner, Norhasmieza binti Mahmud, and their teams has achieved to make five-tier wedding cake and more than a thousand 3D cakes. Kedai Kek Cinta Dungun HQ is also a good example of a small business for other entrepreneurs because it manages to maintain their business for more than seven years in this challenging era of pandemic.

This case study requires us to identify the background of the company. It is compulsory to know more about the business and main products so that we can relate with this case study more easily. This following report contains SWOT's analysis of Kedai Kek Cinta Dungun HQ which is including strength, weakness, opportunities and threats of the company. Based on the information collected from the interview session, we require to prepare the report by following the guideline provided by our lecturer. In this report, we outline the major problems face by the company and identify its main causes. Then, we provide the best solution for the main problems to ensure it can be avoided. The solution will benefit the company in many ways as it could improve the company reputation and growth.

The interview session is done by 'WhatsApp' and 'Google Meet' with Puan Norhasmieza binti Mahmud, the business owner, to collect a detail information for this group project. This group project is significant as it could help students understand better about the marketing and decision making in the business knowledge. By completing this report, we can conclude that every company will go through ups and downs in their business journey and many challenges will come across. Thus, it is important for the business owner and manager, to seek a proper solution by discussing with staff and make a wise decision making to guarantee the company's future.

## **1.0 INTRODUCTION**

### **1.1 Background of The Study**

The purpose of this study is to make a real or hypothetical situation with a real complexity that we might encounter in the business. This course is required student to conduct the case study on any business or company. It is to give guideline and expose student to the oriented business. The students need to do the interview to identify the problems faced by the company chosen. After analysing the problem, students need to find the suitable solutions so that will make students to relate current issues in entrepreneurship. They can figure up basically what the pros and cons in entrepreneurship. It also can be the benchmark and information for the coming business that student will be involve. This study will ensure the smoothness of the business from the observation, research and knowledge that students get.

Entrepreneurship education seeks to provide students with skill, knowledge and motivation to success in verity of setting. It is driving force of economic development, structural change and job creation. It is also one of the ways to reduce the level of poverty. So, the greater focus on entrepreneurship is needed to spur competitiveness. Underlying issue and challenge need to handle including the mindset and skill of young people. It brings new idea to life through innovation, creativity and the desire to build something of lasting value. Effective entrepreneur's education prepares people to be responsible, contribute to economic development and sustainable community.

Our group choose Kedai Kek Cinta Dungun HQ because one of our friends once having company interview at their shop for her assignment during diploma and she have their business card. The questionnaire of interview was done by sending a question to the owner through WhatsApp and Google Meet to make the interview more convenient and easier as the owner is always on work-duty.