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CASE STUDY: COMPANY ANALYSIS

WAKENBAKE.SC



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EXECUTIVE SUMMARY ✓

This bakery and dessert business is one of the businesses that has been operating since 2016 and is conducted around Kuala Selangor, Selangor. This business they focus on dessert lovers like cookies, pavlova, nutella brownies where the aim is to introduce delicious food in the hope that desserts can still be enjoyed even in a busy lifestyle. The business is run online by having certain agents in marketing their products. Their businesses offer affordable services to customers by providing different packages at different prices. In addition, they also have agents who will take orders from them to deliver to customers. Their target customers are a group of people who are looking for low-cost food products and need the option to find desserts.

Subsequently, after obtaining a certificate of approval from the *Suruhanjaya Syarikat Malaysia* (SSM), this business started operating in 2016. This business product targets certain areas such as having agents in Johor Baharu and around Selangor. The marketing strategy used by wakenbake.sc is to give to family, relatives and even friends to try the cakes it bakes. He got positive feedback and told him to sell this cake because it is very tasty and would be very wasteful if he did not sell the cake. Puan Afiqah started her business after receiving encouraging response from customers and is determined to run the business. In addition, the marketing strategies used in the business are by using social media platforms such as Instagram to market their products with the help of agents around their business. After that, social media platforms such as Facebook were also used by Puan Afiqah and her husband. They often use online promotions to market their products. Furthermore, they also have agents and dropship where they can help in marketing their products more widely and indirectly more people get to know their products. Based on this study, the authors interviewed one of the small entrepreneurs in managing a business. ✓

1.0 Introduction

1.1 Background Of The Study ✓

Principle of Entrepreneurship (ENT530) is one of the subjects that must be taken by UiTM students who continue their studies to the Bachelor's level. This course provides students with skills and knowledge related to entrepreneurship to help them understand market needs, customer goals, and identify business opportunities. This subject involves idea creation, networking skills, developing and executing a business plan. According to this course, students are asked to interview any micro business owner to get information related to the company i.e. background, products produced by the company marketing techniques, business performance and identify some problems faced by the business owner. Next, students can better learn how an organization runs and operates a business. This study can also provide many benefits to students to increase knowledge in business organizations related to business SWOT analysis as well as suggest relevant solutions to improve the performance of the business. In this group assignment, students had to conduct online interviews with individuals who run small businesses selling various types of cakes and desserts. This business is named as "Wakenbake.sc" and this business operates around Kuala Selangor, Selangor.

According to Shefsky, 1994 an entrepreneur known as a coordinator of various factors of production, risk takers, capitalist employers, owner managers and others. This business is able to contribute to the domestic economy by running a small business. In addition, this case study aims to increase students' knowledge related to business and how this business solves problems while running a business. While according to Richard Cantillon and Jean Baptiste Say stressed the entrepreneurial personality consists of key characteristics such as the need for achievement, high internal control, visionary, innovative and others. Next, the observed personality critique is ignorance of learning factors, preparation, habits and environment that may be more important than personality. This is so, the characteristics that must be present in an entrepreneur must have a high vision and innovative in order to create new ideas and bring innovation that can provide benefits to the business. Entrepreneurship is strongly influenced by the environment in which one is developed and the culture of the individual. In addition, entrepreneurship is not a concept and is defined in various ways in modern usage an entrepreneur is a person who conducts a commercial business with ✓

personal financial risk. Continuous change is essential and development is expected in the technical, social and economic fields. The concept asserted by Deakins and Freel, 2006 is not the same as the world and the middle ages where philosophers failed to pay attention to economic problems so as to affect their business.

Furthermore, according to Kuratko and Hodgetts (1995), entrepreneurship involves the creation of new ventures through four main dimensions involving individuals, organizations, environments, and processes and is assisted by a comprehensive network of collaborations consisting of governments, educational institutions and other institutions. related. An entrepreneur is also someone who starts a venture or is always trying or creating something new before reaching a better level. Next, entrepreneurs can also do modifications and innovations (innovative), create new markets or new marketing methods, are willing to take risks and always strive to succeed in their business to a better level in order to maximize profits to be obtained. At the same time, entrepreneurs also play a role in fulfilling their social responsibilities to the community such as providing scholarships, giving donations and contributions and so on. ✓

1.2 Purpose Of The Study

This study was conducted to provide exposure to students related to problems that may occur in business organizations and how to solve problems well. By doing this study, students can gain some ideas to improve the business in the future. This will benefit students to think critically on how to improve the business in terms of operations, sales and even marketing. In this sophisticated era where the future is uncertain, so we need to find a way to continue the journey by having the skills that allow us to make our own way by starting a business. ✓

In addition, an entrepreneur needs to look for opportunities to solve problems, empathize with others, be able to think logically and creatively, be willing to take risks by accepting failure as part of the process to achieve future success. Therefore, this study is important for us to know the types of skills that need to be possessed to be an entrepreneur. Next, this research aims to study related to marketing techniques, proposing solutions to the organizations studied. In economics, entrepreneurship emphasizes the aspects of profit and wealth. Both of these aspects will motivate an individual to engage in entrepreneurial-related activities. Furthermore, entrepreneurs will strive to identify and find various business opportunities that can help entrepreneurs involved in the field of entrepreneurship generate profits for their organizations. ✓

Next, to understand the reasons for the success and failure of entrepreneurs a case study conducted on one of the small organizations that is "wakenbake.sc" which operates in Kuala Selangor, Selangor in 2016. The purpose of this case study is to understand how business opportunities are found in the entrepreneurial process in terms of marketing. The purpose of the second study is to analyze the impact of networking on entrepreneurship and the influence of social networks on the establishment, expansion of business as well as to identify the real problems in the business and solve the problems encountered throughout running his business. In addition, the concept of entrepreneurship is difficult to understand it plays an important role in the success of a country. Entrepreneurship also leads to increased competition and economic efficiency as well as new markets are often explored by offering innovative products. ✓

2.0 Company Information

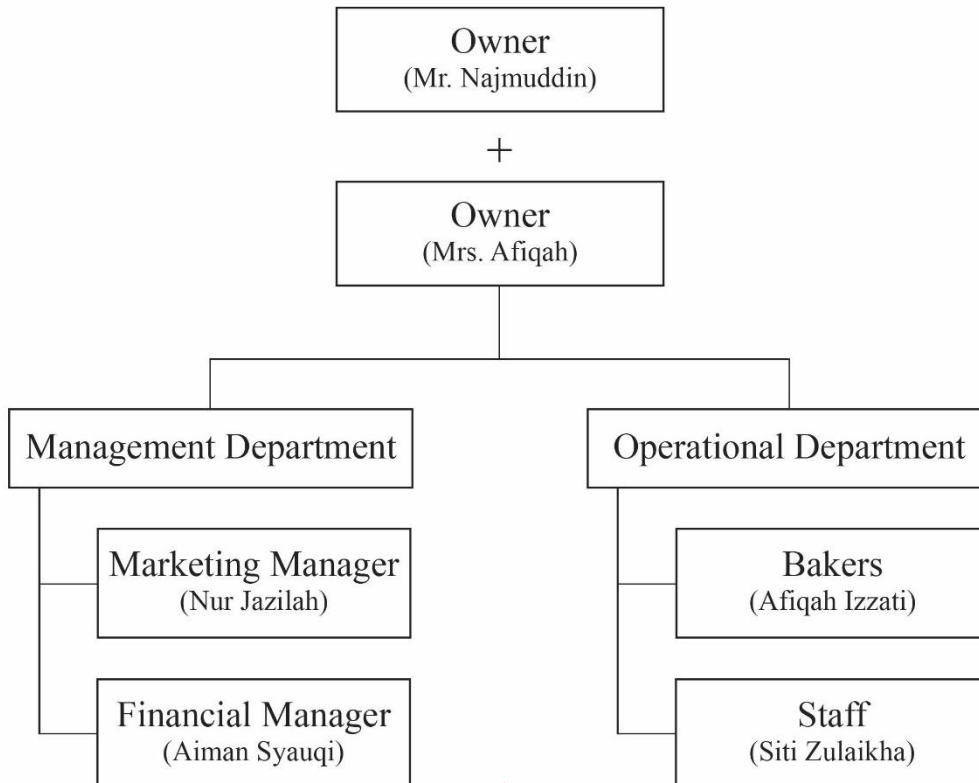
2.1 Background Of The Company ✓

This company name WakenBake.SC was established from 2016 and still operates until now. The owner of this company is AfiqahIzzati and her husband, Najmuddin. Both of them started the business together at 2016, while they are still studying. The purpose they are doing the small business at that time is that they want to have their own income but after they receive a lot of positive feedback from their customers, they decide to further develop the business because they can see that this business has a bright future. So they started to register their business and find the unique name for this business. For the name of their company, at first, Mrs. Afiqah use her own name to start the business because they didn't have a specific name for their business. After a while, Mrs. Afiqah and Mr. Najmuddin started to take the business seriously. They registered the business under SSM so that they can operate the business widely and be the trusted seller. According to Mrs. Afiqah, to gain the customer's trust, we need to be a trusted seller and with the certificate that we have, it is easy for us to gain their trust. When they first registered under SSM, they use Pikaholic Enterprise as their business name. ✓

But then, her husband wants to change the name of the business so that people will remember their business with the unique name. After that, they decided to change their business name from Pikaholic Enterprise to WakenBake.SC. According to her husband, he gets an idea for the name of the business because he always saw his wife bake the cake after she woke up from her sleep. So, that is when he got the idea to name the business after his wife's daily routine which is after she woke up from the sleep and then she will bake the cake. Their business focuses on bakery and pastry which is can be categorized as dessert. Mrs. Afiqah said, at the beginning of their business, they only bake the cakes which is brownies. But then, they think that the customers will buy the cake only if they have an occasion or to celebrate something special. Then, they come out with the idea to not only bake the cake but also the pastry. They tried to diversify the types of cakes and pastry so that the customers will always look for them because all the dessert that they sell is not only for the occasion or to celebrate something special but also they can eat it even though there is no special occasion to celebrate. ✓

2.2 Organizational Structure ✓

Organizational Structure For WakenBake.SC



2.3 Products ✓

At first, we only focus on one product because at that time, we started the business because we want to have our own income and do it just for fun. Our first product is brownies and that is the signature dish for our business. But then, when we receive a lot of positive feedbacks and also getting high demand day by day, we started to have a new dessert which they can buy even though there is no special event. Mrs. Afiqah and her husband make some research about the cake. According to them, the customers will buy the cake only when they have an occasion or to celebrate something special, so that is when they think that they need to add on the other dessert because for dessert they can eat it whenever they want and not only for occasion or to celebrate something special. So they decide to make pavlova which is at that time, pavlova is the one of the dessert that getting high demand from the customers and for us this is the opportunity to further develop our business. After a while, we also decide to make cookies which also getting higher demand from customers. So basically, this business focuses more on pastry and dessert. ✓

As for the process of preparing the pastries and desserts, Mrs. Afiqah said, for the Pavlova, it cannot be done early. It is because the Pavlova is very fragile. Pavlova cannot be made early and store for a long period of time. They will make the Pavlova if there is an order from the customers. For example, a customer wants the Pavlova on Saturday. So on Friday, we will make the Pavlova. Same goes for the brownies. We will make it if there is an order from the customer. For brownies, we will take the order 2 days earlier from the day that the customers want to take it. So that, we will have times to find all the ingredients and stuff for the decoration for the brownies. Making a brownies need a lot of patient and time so that the cake will be formed in a good shape. As for cookies, we make it as ready stock. Cookies can last for a few days and that is why we make it as a ready stock. Other than that, cookies also gets a lot of order from customers, so it will be easier for us if we do it early and whenever the customer want to purchase it, it will always be ready and no need to wait or to order early. Cookies are one of the fastest products to be sold out because it can be eaten whenever they want. ✓

2.4 Business, Marketing, Operational Strategy ✓

The business started during the semester break. At that time we feel that it's a waste if we didn't do anything during the semester break. So Mrs. Afiqah thought it would be better if she had bake. She loves to bake, so she thinks that she want to do something with the interest that she have and since she love to bake, she would give it a try. She started to bake and then she gives it to her family, friends and also relatives to try out the cake that she bakes. She receives a lot of feedback from her family, friends and relatives and most of the feedback she received, they told her to sell this cake because it is really delicious and it would be really wastes if she didn't sell the cake. She gives it a thought and decided to sell it. As a result, most of the customers like and some of the customers come back to her tell her that the cake she bake is really good and some of them will repeat the orders with her. From there, Mrs. Afiqah started the business. After she got married, Mrs. Afiqah and her husband started to do the business together. She became excited to do the business after she heard a lot of customer's feedback and make her really want to do it. With the help and courage from her husband, she manages to make the business grow and have a few agents under her. The feedback that she receives is not only the positive feedbacks. Sometimes she also receives negative feedbacks but from there she tried to improve the quality of her cakes based on the feedback that she receives so that the customers will go back to her and buy the cake. Same goes to the customer that loves her cake, she also tried to improve the quality of the cake and make the customers repeat the orders continuously.

As for the marketing strategy, Mrs. Afiqah and Mr. Najmuddin do a lot of planning on how to market their business so that it will grow continuously and also people will know the existence of this business. The first marketing strategy that they do is creating a social media. As we know, now days a lot of business have their own social media to promote their business. Social media is the easiest way to approach people. At the beginning of the business, they used Instagram as platform to market the business. After that, they started to use Facebook to promote the business. Mrs. Afiqah and her husband do a lot of research on users and age limits who use social media which is Instagram and Facebook. They said that the users for Instagram usually at a young age and Facebook mostly the users is the older. So when they know about this, they tried to use different ways on targeting the customers through these two social media. From Instagram, they know that mostly their target customer usually will be at a

young age and from Facebook, their target customer usually will be the older. So from there, they tried to attract them using a different way according to their age. Secondly, marketing strategy that they use is face to face promotion. For example, the closest people such as family, friends and even their own relatives, they give them a tester of the cake. If the cakes taste good, most likely they will buy it and can be their regular customers. This shows that they support them in doing the business. But since the pandemic occur, they tried to change the way of the marketing. They will do frequently in social media rather than face to face promotion because it is too risky to do that with the current situation that will not allow them to do so. So we move on to the third strategy marketing. Thirdly, the strategy marketing that they use is online marketing advertisement. The reason why they use the online marketing advertisement is because it can reach more people with the paid advertisement. The most online marketing advertisement they use is on the Facebook. It is because the Facebook takes time to reach to the people compare to Instagram. Instagram is very easy to reach people because most of the user of Instagram is at the young age and they can find anything on Instagram very quick. The user of Facebook mostly the older so they sometimes a bit slow to the technology. That is why Mrs.Afiqah and her husband decide to do more advertisement on Facebook compare to Instagram. Other than that, they also have agents and dropship where they can help more in terms of marketing for the business. So from there, they will have a wider target market and indirectly more people will know about the business. ✓

Next, there are a few operational strategies that Mrs.Afiqah and Mr Najmuddin keep practice so that the business stays in a long term. The first operational strategy that they use is keep improving the quality of the product. According to Mrs. Afiqah and her husband, they always keep improving their product. So they keep improve it by listen to the feedbacks from their customers and from there they will improve it so that the customers will always buy from them. Sometimes we need to hear the feedback from them because as customers they actually help all the business out there to keep improving so that the business will be better in the future. If we as a seller didn't take the feedback to improve the quality, then it will be hard for the business to move forward and they will stuck at the same place. So, hearing the feedback is one of the reasons to become success in the business. Secondly, the operational strategy that we do to keep the business in a long term is to have our own team. In business, we need to

have a team who will help to make the improvement in the business. When there is a team, the business will be easier to run than by doing it alone because a team will help to make the business success. If we work alone, we will only stay at the same level without any progress. When there is a team, we as business owner can also reflect on ourselves at which point that we need to improve. As a human being, we also have our own weaknesses. So by having a team they will help us to overcome all the weaknesses that we have as a leader. From there, we can change to be a better leader for the team. Other than that, the operating strategy that we practice is constantly improved our management and financial system. In order to do that, firstly we as business owner must detect the problem that occurs in managing the business and also the financial system. We must know how and why the problem can occur and what is the possible way to solve the problem. So from there we will have the solution to solve it. In our team, we have hired a person that have speciality in managing the business and also good at managing the financial system. So, he is the one that will be helping to improve and strengthen the business management and financial system so that it will be more organized. Lastly, forecasting. Forecasting is also one of the operating strategies that all the business owners need to do. It is because forecasting will help the business owner to be in the industries for a long time. Business owners need to forecast the next product that will be hit in the market. To do this strategy, they must do a lot of research and pay attention to the hot selling product from time to time. For the business that Mrs. Afiqah and Mr. Najmuddinrun which is bakery and pastry, they need to know what is the hot selling for dessert that customers always buy, so that they can sell the same dessert. This is what Mrs. Afiqah and her husband practice to be in this business for a long period of time. Through the forecasts their business will continue to grow. ✓

2.5 Financial Achievements ✓

At the beginning of the business, which is in 2016, Mrs. Afiqah started the business with little capital. For her, she only wants to do the business in her free time because at that time, she was in her semester break. So, she is doing it using only little capital. But then, when she sees the revenue from selling the cake increase day by day, she started to take the business seriously. According to her, for the first year, she achieved around RM 2,300 in only 2 months because she started the business at the end of the year which is in November 2016. In 2017, at the beginning of the month, she said that she had a problem with the business which leads her to losing focus for the business. She then stopped a while and solved all the problems that she has. Then she comes back in 3 months after that and started the business again. The business is going very well from month to month and Mrs. Afiqah receives a lot of positive feedbacks. Then, she started to have a target that she wants to achieve for every month. Although, at that time she was still studying, but she never gave up and kept trying to reach the monthly sales. At the end of the year of 2017, the sale for her business is quite a lot which can cover the capital that she used for every month. Even though the revenue that she gets still does not reach the annual target as planned, but she is glad knowing that the business that she runs is already known by many people. ✓

Next in 2018, she gets married to her husband, Mr Najmuddin. She also has finished her study and her focus now is the business. For this year, she has a lot of achievement and one of them is she achieved the annual target. During this year, Mrs. Afiqah and Mr. Najmuddin learn together about the business, how to do well in business, what is the right technique for marketing that they need to practice and others. The knowledge that they get from the other business owner, who has success in the business, they use and practice it in their business so that, they can achieve more targets in sales. In 2018 also, they have a few agents and dropships under them which can help them to sell their products. The financial achievement for year 2018 is beyond their target and this makes them want to open more for agents and dropships so that they can achieve more and also helping others to have their own income. In 2019, their financial achievement is as good as 2018. During this year, they have around 15 to 20 agents and dropships under them. Their financial achievement also is 2 times more than last year which is in 2018 even though the economy is not good as before because of the pandemic that occurred. ✓

In 2020, the pandemic is getting worse day by day. The economy also getting poor because the pandemic. All the small business is affected because of that. According to Mrs. Afiqah and Mr. Najmuddin, their business is also not running as well as in previous year. So they need to have new strategy to increase their financial. They also need to pay their workers who have been helping them throughout the business. It became worse when the total lock down is executed. This total lock down gives big impact to the small business like them. So what they do is they started to sell the cookies which can be done by post. Since they cannot move anywhere to do the delivery, they will just do the post. Mrs. Afiqhtries to bake a lot of type of cookies and collect the order through online and post it. This is the way that they need to do to stay active in the business industry. For them, it will be such a waste if they didn't do anything because their business has been known by many people. In the middle of the month in 2020, the economy started to getting better because they can move anywhere but with the strict Standard Operating Procedure (SOP). At the end of the year, their financial achievement is not as good as they want it to be. It is lower compared to last year, but they manage to handle and stay put in the business. For the year 2021, Mrs. Afiqah and her husband is doing great until now. Until now, all their sales achieve the monthly target as their planned. According to Mrs. Afiqah and Mr. Najmuddin, this year they need to struggles more to cover the losses for the last year. They hope that this year and ahead will be a better year and they want their business to be more success and can help a lot of people who is in need. They also opened for a new agent and dropship so that they can share their income with them because these days money is needed in order to live. ✓

3.0 Company Analysis

3.1 SWOT ✓

This swot analysis is a strategy of a company to improve their weak system. Large or small established companies should have swot analysis to stay ahead. This is because we have to compete with many businessmen out there. According to Albert S. Humphrey swot analysis is a study for us to know the problems that occur in the planning that has been done. Therefore, we can innovate a better management system so that the company's draft is always up and can achieve the required targets.

Based on the interviews we have done on the business of Mrs. Afiqah and Mr. Najmuddin on swot analysis is first on strength. Strengths are the most important thing in a company that they need to be maintained in the organization. This strength is the source of all businesses that to overcome all the weaknesses and threats that will be faced and even with this strength we can open many opportunities out there. Mrs. Afiqah and Mr. Najmuddin said the strength of the business they do is in terms of their products namely brownies and pavlova cookies. ✓ They also make cakes but for them, the demand for cakes is not so high and the appearance of this cake is only when necessary. While these brownies and pavlova have a high demand and they can attract customers and the community. they are able to maintain the feel as per the customer's demand. ✓ So, the strength of their company is that from the taste of the products they produce, they say that taste is important for us to stay in the business world. This is because the delicious taste and quantity of cookies are also suitable with quality at the price they offer. ✓

The next swot analysis is related to weakness. ✓ The downside of this is the negative things that exist in business. This weakness ✓ is not the biggest threat but it will be the main enemy if not addressed quickly. This is because this weakness will make the business will be running slow. Weaknesses in an organization mean that our organization is weak compared to other organizations. Based on interviews with Mrs. Afiqah and Mr. Najmuddin the weakness they are facing for now is their management. Their organization is not as complete as any other organization. Their business lacks staff such as Human resources (HR) financial department and ✓ staff as well. They do not have much staff to help prepare many orders. Sometimes they lack the time and energy to complete customer orders because Mrs. Afiqah is a wife and fully housewife as well.

Mrs. Afiqah has a lot of responsibilities in terms of managing her children and husband and at the same time, she has to manage the business. Therefore, the weakness they face at the moment is in terms of management. Their management is in a bad state like any other organization. ✓

The third swot analysis is opportunity. This opportunity is a way for them to grow their existing business. Based on the information given by Mrs. Afiqah and Mr. Najmuddin, their opportunity now is social media. All the activities they do to grow this cookie business are only through social media platforms. This is because social media is the thing that is closest to society. Everyone needs social media no matter old or young. Now, with a pandemic situation happening and a new life norm has taken place. Social media platforms are great for entrepreneurs to maintain the economic stability of their companies. Mrs. Afiqah and Mr. Najmuddin said social media is where they look for opportunities to earn more income. They focus more on online marketing and postage to sell their products to the public. In addition, they both open up opportunities for the public to earn income together. They open up opportunities to be agents and dropship to the community out there. This is because with this opportunity they can help people who do not have a job and who want to increase income to dare to be in the business world. This business is an easy activity nowadays because there are many platforms that have been provided. It just depends on the individual. ✓

The last swot analysis is the threat. The threat is when high competition occurs in the market. Everyone wants to keep the product in the market right now. Similarly, with Mrs. Afiqah and Mr. Najmuddin, the threat they face at the moment is too much competition going on right now. The sophistication of technology has now changed everything. Young people are also now involved with the business world to help families and generate income for the future. They have to compete with the same product where too many cookies have been sold in the market. Each cookie has its own specialties and is renewed with additions with multi-flavored toppings. Not only cookies but other products also have too many similarities and are updated so that customers always support their sales. ✓

4.0 Findings and Discussion

4.1 Findings

In doing this case, there are some problems found with this business. Among the main problems are related to limited finances. Through interviews at the beginning of the business they were grounded from the bottom and assisted by their husbands. The business done by Mrs. Afiqah with Mr. Najmuddin is using his own money to make capital in their business. The small businesses they do make little profit and the finances available are very limited. Mrs. Afiqah and Mr. Najmuddin will make rolling with every profit earned by them for the next business. Therefore, limited finances cause the business products produced are also very limited to customers. ✓

The next problem faced by Mrs. Afiqah with Mr. Najmuddin is an attitude of self. Where the start of their business is from their own interest to open a business in addition to their household income. In an interview made by Mrs. Afiqah said she has a problem with self -attitude where she feels hopeless with the business being made but it always plays in the mind that as long as we effort we will not do delayed work and there must be a goal to succeed in the business. This is said so because, they are too busy with their children who do not have a nanny as well as very limited time to do two jobs at a time. Therefore, self -attitude and limited time will cause the production of their products will be reduced as well as cause customers to buy less. ✓

The next problem, People around. Where in the interview made by Mrs. Afiqah and Mr. Najmuddin said many people around them said "You did this, it's expensive". People seem simple but in fact people do not know the situation of the cost of electricity, the high cost of raw materials that make the price of sales products to be high and expensive. Mrs. Afiqah and Mr. Najmuddin said they were very impressed with people who often said the products they were selling were expensive. In addition, nowadays the cost of living is getting higher, where the materials to make the product are very expensive and in line with the cost of the products we produce. With that said, ordinary people around us drop us for various reasons so that their products don't sell. Next, the problem of labor shortages. The problem of lack of workers in finding truly skilled workers. Nowadays, it is quite difficult to get experienced workers to work in dessert making and have various skills like making cakes and sweets. In addition, workers want high salaries cause Mrs. Atiqah with Mr. Najmuddin did not have enough ✓

employees to help them. This is because, limited finances cannot afford to pay high salaries to employees.

Finally, in business there must be competition. For the dessert business, competition is the presence of other businesses that also sell desserts and so on. Where the products produced with competitors are the same in terms of uniqueness, price, uses and others. Therefore, it tends to customers to have many options in choosing the same products manufactured by other merchants. This leads to competition in this dessert business being less popular than before. ✓

4.2 Discussions ✓

Problems are an ongoing process and are found every day in our lives and jobs (Kamarudin, 2003). Every business must have a problem and every problem must have a solution. According to Duncker (1945) states that problems arise when a person has a specific goal but does not know how to achieve it. Businessmen often face obvious problems from all aspects of uncertainty so the ability to solve problems is important for a businessman. The business world is also very risky and faces uncertainty and very demanding customers. That is why entrepreneurs need to be more careful and know how to solve it. With the existence of various advanced technologies and also social media that are very popular with many users, businesses should be wise to use the opportunities that are in front of their eyes. Entrepreneurs also need to know where the need for change is in line with the present. So as the saying goes every problem must have a solution. ✓

4.3 Recommendation and Improvement

Every problem that occurs must have an answer in the business run by Mrs. Afiqah and Mr. Najmudin, their problems are more focused on finances and also problems to themselves. Because this Afiqah company has also run various types of promotions offline and also online. Alhamdulillah, everything went smoothly except for the problems mentioned above. So according to Mohd Azhar (2003) the concept of problem solving is a conclusion on human survival ability. Problems are also seen to enhance higher thinking ability and apply existing knowledge. So among the suggestions and improvements to this cake and cookies business company are: ✓



Sumber: Mohd Azhar Abd Hamid (2003). *Meningkatkan Daya Fikir*

Problem solving requires patience. When solving a problem, do not look for a solution too quickly, problem solving does not evaluate speed but evaluates the process and the end result of the solution. ✓

Among the improvements that wake n bake.sc company can do again is identify first what the problem is. Then analyze the problem faced then the company wakenbake.sc can also start to produce a solution and evaluate the solution. And the last step is to implement a solution and re-evaluate. So Mrs. afiqah's company, wakenbake.sc, may need to be more patient and calm in facing criticism from various parties. Yes in the beginning maybe we can use suggestions but there are many more suggestions that can be used as a solution to the problem. Problem solving requires persistence Individuals may need to try several strategies before finding an answer if the strategy does not provide a direct solution. Problem solving requires risk tasking Problem solving requires risk tasking. their “premonition,” in the hope that they can find a solution. This suggestion can be applied in a business or a start-up entrepreneur. Because every business must have risks and the last problem solving requires cooperation. In the problem faced by the company wakenbake.sc they initially did not use employees and this caused the time used is not enough so if Mrs. Afiqah and Mr. Najmudin use this concept of cooperation this problem can certainly be divided because according to Krulik and Rudnick (1995) there several activities to evaluate the solution of the observation problem. So a problem in the company can be faced with the existence of the concept of

cooperation and teamwork. Every problem faced in this company can also be assessed at the very end when the entrepreneur starts the move and makes every problem that comes not as an obstacle. Puan afiqah and encik najmudin may also be able to use advisory services that **hold seminars** on how a business works itu berjaya. Cadangan yang lain bagi masalah kewangan mungkin syarikat ini boleh further strengthen social media platforms by providing promotions to customers and doing free shipping. The problem through various parties who look down on this company can also be solved by ignoring the words and giving them a surprise by doing a **special price offer**.

5.0 Conclusion ✓

In conclusion, business is not an easy thing. There are various problems faced by traders out there due to the unstable economy among them, limited financial problems, self - attitude, people around, lack of workers and competition. Undoubtedly with the economic upswing that is slumping and collapsing we need to look for opportunities to add extra money. In addition, we can also help the country's economic development in opening a business. Therefore every business needs to be well planned and so that every problem that occurs can be faced. Problem solving is the best problem solving for entrepreneurs to understand the content of the lesson.

Entrepreneurs challenge abilities and gives satisfaction to learn new learning for individuals. In addition through problem solving can enhance individual learning activities and can help to transfer individual knowledge by understanding problems in real life. Problem solving can also broaden an individual's critical thinking skills. Individuals also have the ability to adapt to new knowledge and at the same time provide opportunities for individuals to apply the knowledge they have in their daily lives. Business also opens our eyes that every problem has a solution and how a solution to the problem should be carried out through the businesses we interviewed a lot we could conclude in ensuring the wakenbake.sc business continued to grow. ✓

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7.0 Appendices

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Tarikh : 25 Mei 2021

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PERMOHONAN MENDAPATKAN MAKLUMAT UNTUK TUGASAN/ KAJIAN KES KURSUS PRINSIP KEUSAHAWANAN (ENT530) SECARA ATAS TALIAN.

Dengan segala hormatnya perkara di atas, dirujuk.

2. Sukacita, dimaklumkan bahawa penama di bawah adalah pelajar bagi program Sarjana Muda Pengurusan Produksi Filem (Kepujian) (FF237) dari Fakulti Filem, Teater dan Animasi, Universiti Teknologi MARA, Kampus Puncak Perdana.

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4.	Nur Dina Adriana Binti Mansor		2019831552
5.	Siti Helwa Nabilah Binti Zamri		2019602408

3. Tugasan ini adalah bertujuan untuk memenuhi keperluan kursus dan penyelidikan pelajar iaitu "How To Manage A Business: Case Study of WakenBake.SC".

4. Sehubungan dengan itu, saya amat berharap permohonan ini mendapat pertimbangan dan kelulusan pihak puan. Dimaklumkan segala maklumat yang diberi adalah untuk tujuan akademik dan dianggap sulit.

5. Sekiranya puan memerlukan maklumat lanjut berkaitan dengan projek ini, sila hubungi Penyelia Projek Kumpulan ini iaitu Dr. Nurhuda Binti Nizar di talian 0123545754 atau ketua projek kumpulan ini iaitu Saudari Siti Nur Amirah Binti Azhari di talian 0196072650.

Sekian, kerjasama puan dalam hal ini didahului dengan ucapan ribuan terima kasih.

"PRIHATIN RAKYAT: DARURAT MEMERANGI COVID -19"
"BERKHIDMAT UNTUK NEGARA"

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