



Faculty : FACULTY OF BUSINESS ADMINISTRATION
Program : BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) INTERNATIONAL BUSINESS (BA246)
Group : M1BA2464B
Course : PRINCIPLES OF ENTREPRENEURSHIP
Course Code : ENT530
Semester : 4
Group Name : GROUP 2
Group Members : NUR ATHIRAH AFIQAH BINTI AZNI
(2020846786)
: NUR FATIAH BINTI NOR AZMAN
(2020819948)
: NUR FATIAH BINTI ZULKFLI
(2020608634)
: NUR KHALEEDA OTHMAN
(2020479888)
: WAN NUR FATIAH BINTI WAN BUANAN
(2020813698)

Submitted to Lecturer's name: MADAM NOORAIN BINTI MOHD NORDIN

Submission Date: 13 MAY 2022

ACKNOWLEDGEMENT

We are grateful because we managed to complete our case study within the time given by our lecturer Madam Noorain Binti Mohd Nordin. This group assignment will not get through without the effort and cooperation from our group members; Nur Athirah Afiqah Binti Azni, Nur Fatihah Binti Nor Azman, Nur Fatihah Binti Zulkfli, Nur Khaleeda Othman and Wan Nur Fatihah Binti Wan Buanan. Their support, inspirations, comments, and suggestions contribute a valuable strength to complete this group assignment.

Besides, a big thanks to our lecturer, Madam Noorain Binti Mohd Nordin who taught us how to create a good assignment. We would also like to thank her for motivating us to do our best shot as well as for her pieces of advice on how we improve it. Additionally, we would like to thank our Almighty God for guiding and giving us natural endowment, skills, healthy mind, and body, of whom the researchers are eternally grateful and dedicated, having the patience to make this group assignments a better one. Also, our parents give us support to do well in this case study. Thank you.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES	iv
LIST OF TABLES	v
EXECUTIVE SUMMARY	vi
1.0 INTRODUCTION.....	1
1.1 Background of the study	1
1.2 Purposes of the study	1
2.0 COMPANY INFORMATION.....	2
2.1. Background	2
2.2. Products / Services.....	3
2.3 Business, Marketing, Operational Strategy	4
3.0 COMPANY ANALYSIS.....	5
4.0 FINDINGS AND DISCUSSION	9
4.1 Finding	9
4.2 Discussion	10
5.0 CONCLUSION	18
6.0 REFERENCES	19
APPENDICES.....	21

EXECUTIVE SUMMARY

Dinda's Food is a family business operated by two married couples, Mrs Hidayati and her husband, Mr Mohd Sudin. They started their business in 2018 in Taman Mutiara, Pontian, Johor. Dinda's Food offers products and services for customers by providing a variety of foods like Roti Puri Wholemeal, Kuih Bunga Ros and Vegetable Noodles. Their customers are from neighbor-hood, senior citizens who are 80 years old and above, friends and children. They provide very delicious yet healthy food for their customers.

Their marketing strategy is to promote the quality of foods with affordable prices. This is because a lot of people want to eat healthy but do not know how to do it. Also, this food is really suitable for the children who do not like to eat veggies in their meals. So, they decided to produce healthy food for their business. They used real veggies such as carrot, spinach and pumpkin.

For this case study, we conducted an interview with the founder of Dinda's Food to collect information that related to the syllabus of Principles of Entrepreneurship. There are nine elements of Business Model Canvas that we used to identify how exactly this family business works and how they manage the marketing and operation strategy to survive in the business market despite the condition of economics and other issues faced by Dinda's Food.

1.0 INTRODUCTION

1.1 Background of the study

A case study is a summary of an activity, event, or problem that includes both real-world and hypothetical scenarios, as well as the difficulties you'll encounter in the job. Case studies are used to demonstrate how real-life issues influence decisions. Case studies are analytical methods as well as specialized research methodologies used to investigate a subject. Analyzing case studies necessitates experience with your knowledge and critical thinking skills in real-world circumstances.

All students who take this topic, ENT530, also known as Principles of Entrepreneurship, must be taught business rules and must state that they are more business oriented. This is to better prepare students to foster entrepreneurial abilities in themselves. Students will also be able to recognise how firms operate in practise rather than theory. Students must carry out a case study on any corporation or business. The pupils are then expected to interview a corporation or business that they have picked. They must identify any problems that the company or organizations may confront while conducting business. Following that, students must assess the problem and provide the best solution for the firm or business. The advantage of this case study is that students can learn more about how a firm or business functions and improve their knowledge of the company or business. As a result, this case study is an excellent medium for teaching students how to handle difficulties and utilise them as a reference in future company operations.

1.2 Purposes of the study

There are a few purposes for this case study. The purposes of the study are:

- ★ To determine a company's background, including its products or services, as well as its marketing, business, and operational methods.
- ★ To examine the Business Model Canvas for this company utilizing all nine (9) elements studied in this course.
- ★ To find out the main issues confronting the company and the root causes of those issues.
- ★ To find and analyze different solutions to significant business problems in terms of advantages and disadvantages.