



UNIVERSITI TEKNOLOGI MARA



SHAHZIN ENTERPRISE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

SEMESTER: 2019/2020

LECTURER: MADAM JANNAH MUNIRAH BINTI MOHD NOOR

GROUP MEMBERS: 1 SITI ALIAH BINTI ALI (2017549397)

2. NURUL ANISAH BINTI ABDUL RAHIM (2017991409)

3. UMI HANA UMAIRAH BINTI AYUB ZAMBRI (2017159337)

4. NUR AISYA BINTI NAZRÛ (2017567453)

GROUP: JBA2424A

ACKNOWLEDGEMENT

LIST OF FIGURES

LIST OF TABLE

EXECUTIVE SUMMARY

1. INTRODUCTION
 - 1.1 Background of the study
 - 1.2 Problem statement
 - 1.3 Purpose of the case study

2. COMPANY INFORMATION
 - 2.1 Background
 - 2.2 Organizational structure
 - 2.3 Product/ Service
 - 2.4 Business, Marketing, Operational Strategy
 - 2.5 Financial achievements

3. COMPANY ANALYSIS
 - 3.1 Business model canvas (BMC)

4. FINDINGS AND DISCUSSION
 - 4.1 SECTION A : General Company Information
 - 4.2 SECTION B : Top Management Leadership
 - 4.3 SECTION C : Human Resources
 - 4.4 SECTION D : Operations Management
 - 4.5 SECTION E : Process Management, Continuous Improvement and Techniques

5. CONCLUSION
 - 5.1 SECTION A : General Company Information
 - 5.2 SECTION B : Top Management Leadership
 - 5.3 SECTION C : Human Resources
 - 5.4 SECTION D : Operations Management
 - 5.5 SECTION E : Process Management, Continuous Improvement and Techniques

6. RECOMMENDATION AND IMPROVEMENT
 - 6.1 SECTION A : General Company Information
 - 6.2 SECTION B : Top Management Leadership
 - 6.3 SECTION C : Human Resources
 - 6.4 SECTION D : Operations Management
 - 6.5 SECTION E : Process Management, Continuous Improvement and Techniques

7. REFERENCES
8. APPENDICES

ACKNOWLEDGEMENT

In preparation of case study assignment, we had to take the help and guidance of some respected persons, who deserve our deepest gratitude. First and foremost, praises and thanks to Allah, the Almighty, for His showers of blessings throughout our case study to complete the assignment successfully.

As the completion of this case study gave us much pleasure, we would like to show our gratitude to Madam Jannah Munirah binti Mohd Noor, Course Instructor, on UiTM Segamat for giving us good guidelines for assignment throughout numerous consultations. Her dynamism, vision, sincerity and motivation have deeply inspired us. She has taught us the guideline to carry out the case study assignment and to present the case study works as clearly as possible. It was a great privilege and honour to work and study under her guidance. I am extremely grateful for what she has offered us. I would also like to thank her for her friendship, empathy, and great sense of humour. We would like to show our grateful to Shahzin Enterprise for giving us good information and sharing their experience in business to us. We would also like to expand our gratitude to all those who have directly and indirectly guided us in writing this case study.

In addition, we were extremely grateful to our parents for their love, prayers, caring and sacrifices for educating and preparing us for our future. We are very much thankful to our sisters and brothers for their support and valuable prayers.

Special thanks to our friends for their support, opinion, advice and valuable prayers. Many people, especially our classmates have made valuable comment suggestions on our case study assignment which gave us an inspiration to improve the quality of the assignment.

Lastly, we were extremely thanks to all people who directly and indirectly contributes their supports and strengths and they willingly to do that. It is really impossible for us to complete our case study report without them.

EXECUTIVE SUMMARY

A bakery is an establishment that produces and sells flour-based food baked in an oven such as bread, cookies, cakes, pastries, and pies. Some retail bakeries are also cafes, serving coffee and tea to customers who wish to consume the baked goods on the premises.

A cookie is a baked or cooked food that is typically small, flat and sweet. It usually contains flour, sugar and some type of oil or fat. It may include other ingredients such as raisins, oats, chocolate chips, nuts, etc. Cookies or biscuits may be mass-produced in factories, made in small bakeries or homemade. Biscuit or cookie variants include sandwich biscuits, such as custard creams, Jammie Dodgers, Bourbons and Oreos, with marshmallow or jam filling and sometimes dipped in chocolate or another sweet coating. Cookies are often served with beverages such as milk, coffee or tea. Factory-made cookies are sold in grocery stores, convenience. Fresh-baked cookies are sold at bakeries and coffeehouse, with the latter ranging from small business-sized establishments to multinational corporations such as Starbucks.

Cake is a form of sweet food made from flour, sugar, and other ingredients, that is usually baked. In their oldest forms, cakes were modifications of bread, but cakes now cover a wide range of preparations that can be simple or elaborate, and that share features with other desserts such as pastries, meringues, custards and pies. The most commonly used cake ingredients include flour, sugar, eggs, butter or oil or margarine, a liquid, and leavening agents, such as baking soda or baking powder. Common additional ingredients and flavourings include dried, candied, or fresh fruit, nuts, cocoa and extracts such as vanilla, with numerous substitutions for the primary ingredients.

Bread is a staple food prepared from a dough of flour and water, usually by baking. Throughout recorded history it has been a prominent food in large parts of the world and is one of the oldest man-made foods, having been of significant importance since the dawn of agriculture. Bread may be leavened by processes such as reliance on naturally occurring sourdough microbes, chemicals, industrially produced yeast, or high-pressure aeration. Commercial bread commonly contains additives to improve flavour, texture, color, shelf life, nutrition, and ease of manufacturing. Bread plays essential roles in religious rituals and secular culture.

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Small Medium Enterprise or known as SME which means Small and Medium Business. Small and Medium-Sized Enterprises (SMEs) play a significant role in the economic growth and development of a country through the production of quality products. SME business is a simple business and small business consists of 1-5 employees. The true character of entrepreneurs is characterized by the traits such as the creation of new products and services, as well as their business models. Small business also replicate what is already in the business nowadays. Most small businesses today follow as a model what the big business doing with just a few minor changes. Business owners can also be regarded as an entrepreneur because they start business and live in an entrepreneurial atmosphere. Anyone who owns a business is an entrepreneur and face the same situation as what other entrepreneur faces.

TQM stands for total quality management. A core definition of total quality management describes a management approach to long term success through customer satisfaction. In a TQM effort, all members of an organization participate in improving processes, product, services, and the culture in which they work. To become a good business and entrepreneur they should follow the 8 principals of total quality management which is Customer focused, Total Continual improvement, Fact-based decision making and Communications. Overall, total quality management is a new management style that can improve the quality and productivity of work.

Lastly is about Business Model Canvas (BMC). It is one of the ways to improve the company. Business model describes the rationale of how an organization creates, delivers, and captures value. Business model is a tool to create and analyze business models. The business model canvas categorizes the processes and internal activities of a business into 9 separate categories. Each of categories representing a building block in the creation of the product or service. These categories represent the four major aspects of a business customer, offer, infrastructure and financial viability. In Business Model Canvas consists of 9 categories which is customer segments, value propositions, channels, customer relationships, revenue stream, key resources, key partners, and cost structure.