



UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLE OF ENTREPRENEURSHIP**

**ENT 530**



**AZZU BAHULU LEDANG**

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## EXECUTIVE SUMMARY

Known as 'kuih bahulu' in the Malay language, these Asian madeleine are famous in Malaysia, Brunei and Singapore. These dainty fluffy cakes are slightly crusty on the outer layer but soft on the inside. Kuih bahulu is a traditional cake or snack usually baked in brass moulds which usually come in all sorts of sizes and shapes like fishes, flowers and most commonly, sea shells as those shown in this video above. As the main ingredient is egg, kuih bahulu is sometimes known as egg sponge cake. Compared to many western cakes, it is much lighter, less dense and has a subtle sweetness. That makes it much healthier than the usual cakes.

Azzu Seri Makmur Enterprise is a supplier food products start-up *bahulu* snack and now they have a frozen *bahulu* to make a various choice to the customers to buy it. They also can make goodies for the marriage event. Located in Kampung Seri Makmur, Tangkak, Johor. Azzu Bahulu's Ledang expects to catch the regular customers with the variety of *bahulu* products at the Tangkak area. The company is started at 2009 where the production of *bahulu* is produce in the house of owners, at 2014 there are build are production house besides the Puan Norazlina the owners house. The recipe of *bahulu* is come from Puan Norazlina mother and they just sell in small scale before Puan Norazlina started to commercial it and sell to large scale. They start to sell it in a large scale in 2016 and now her *bahulu* have been to Kluang until Gemas.

Azzu Seri Makmur Enterprise will always prepare the high quality *bahulu* to the serve all their customers. They believe that they will continually strive for innovation and improve their product which is *bahulu* to be more attractive either to the youngest, elders in country and maybe overseas.

## **BACKGROUND OF THE STUDY**

Principles of Entrepreneurship subject introduces theory, practice and research into starting and growing new ventures. Knowledge and skill development is built by identifying and developing a new business idea using the principles of adaptive execution to generate information that resolves uncertainty by building and testing business hypotheses. These skills are then used to analyse the conditions across various entrepreneurial firms. Topics include the process of entrepreneurial logic, designing business models for value delivery and capture, framing competitive strategy, determining assumptions-based finance needs, understanding different innovation types and managing growth

SME Corporation Malaysia (SME Corp. Malaysia) is the central coordinating agency (CCA) under the Ministry of Entrepreneur Development Malaysia (MED) that coordinates the implementation of development programs for small and medium enterprises (SMEs) across all related Ministries and agencies. It acts as the central point of reference for research and data dissemination on SMEs and entrepreneurs, as well as provides business advisory services for SMEs and entrepreneurs throughout the country. SME Corp. Malaysia also assumes the role of the Secretariat to the National Entrepreneur SME Development Council (NESDC), which is chaired by the Prime Minister of Malaysia.

It is one of the ways to improve which is as we can see it easy to understand by anyone. The Business Model Canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept. It is a one-page document which works through the fundamental elements of a business or product, structuring an idea in a coherent way. In Business Model Canvas has 9 categories among them is customer Segment, value Propositions, Channels, Customer Relationships, Revenue Streams, Key resources, Key activities, Key Partnerships and Cost Structure.

## **1.2 PROBLEM STATEMENT**

### **2.1 Existing Problem**

#### **2.1.1 Marketing Problem**

In Azzu Seri Makmur Enterprise, marketing strategy can be one of the main problem for the company. We can see the potential market in the production but the owner only target the customers nearby. They did not know how to market their product for larger scale of customers. Nowadays, social media is the most effective platform to market our product because peoples are easily find our products because they usually spend their time using social media. According to Che Mohd Zulkifli Che Omar, weakness in marketing has also become a major factor Bumiputera entrepreneurs failures in business. They do not know how to distinguish a real target market. The only social media that they use is Facebbok and Instagram but they rarely update their products. The owner also does not know how to use the social media effectively. It is because she seems very excited when we taught her to upload image at instagram story. We were so glad to have the opportunity to teach and help her to market their products.

#### **2.1.2 Location**

Location selection affect the attraction of the customers. The better the location the more the customers. Azzu Seri Makmur Enterprise choose to operate their Bahulu in the house that are renovated for bahulu production. According to Snell and Lau (1994), more management competencies are required for growth in small organizations, compared to larger organizations. However, we finds it that the place is not suitable. In the future, they are going to need more space for larger machines and more production.