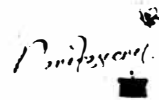




UNIVERSITI
TEKNOLOGI
MARA



NORIKO SECRET BAKERY

**COMPANY ANALYSIS
NORIKO SECRET BAKER**

PRINCIPLES OF ENTREPRENEURSHIP (ENTS30): CASE STUDY

Faculty	: Business Management
Program	: Bachelor Business Admin Marketing (Bba240)
Project Title	: Noriko Secret Bakery Analysis
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EXECUTIVE SUMMARY

Baking is one of the oldest occupations of the human race. Since early prehistoric human beings made the transition from nomadic hunters to settled gatherers and farmers, grains have been the most important foods to sustain human life, often nearly the only foods. The profession that today includes baking artisan sourdough breads and assembling elegant pastries and desserts began thousands of years ago with the harvesting of wild grass seeds and the grinding of those seeds between stones.

Today, the professions of baker and pastry chef are growing quickly and changing rapidly. Thousands of skilled people are needed every year. Baking offers ambitious men and women the opportunity to find satisfying work in an industry that is both challenging and rewarding.

Pastry is a food made by mixing flour, fat, and water. The mixture is rolled flat and cast-off for making pies and other food. Pastry also is a type of cake made from sweetened pastry. From the Late Middle English word 'paste', influenced by the Old French 'pâtisserie', pastry traditionally refers to the dough created by mixing flour, water and fat, but it can also refer to a cake made from sweet pastry.

Cake and bread are one of the main products that Noriko Secret Bakery have producing. They created the variety of cake and bread that another competitor has not done that. Thus, the Noriko Secret Bakery producing a high quality and fresh ingredient to serve all of their consumers' satisfaction. Even though their business was still new, but the owner of this bakery shop has a lot of experience that may derives her business into a successful bakery shop among the town.

Background Of Study

SME Definition

Definition	Title of the journal	Author	Year
Malaysia SMEs were defined as firms with sales turnover not exceeding RM25 million or employment not exceeding 150 workers for manufacturing and sales turnover not exceeding RM5 million or employment not exceeding 50 workers for services and others sectors.	Strengths and Weakness among Malaysia SMEs: Financial Management Perspectives	Norasikin Salikin Norailis Ab Wahab Izlawanie Muhammad	2014 ISBN: 1877-0428 Volume:
The committee defined SME as "a firm is regarded as small if it meets the following three criteria such as it has relatively small share of the market place, it is managed by owners in a personalized by management structure, it doesn't form part of a large enterprise SME Corp Malaysia defined for manufactures, number of full time employees must not exceeding 200 while for service providers, maximum number of full time staffs is 75.	Impacts of Disaster to SMEs in Malaysia	Zairol Auzzir Richard Haigh Dilanthi Amaratunga	2018 ISBN: 1877-7058 Volume:
SME's defined in Malaysia based on the industry categories and number of full-time employees or the annual sales turnover. In spite of the fact that in many countries, SME's are recognized as a significant factor of growth and compare to the SME's contribution in developed countries, the contribution of the SME's economy is still comparatively inadequate.	Assessment of Leadership Effectiveness Dimensions in Small and Medium Enterprises (SME')	Luetkenhorst, W. Madanchian, M.	2019 ISBN : 1035-1042 Volume

Characteristic of SME

SMEs Category	Micro	Small	Medium
Manufacturing	Sales turnover of less than RM300,000 OR employees of less than 5	Sales turnover from RM300,000 to less than RM15mil OR employees from 5 to less than 75	Sales turnover from RM15 mil not exceeding 50 mil OR employees from 75 to not exceeding 200 than 5
Services and other sectors	Sales turnover of less than RM300,000 OR employees of less than 5	Sales turnover from RM300,000 to less than RM3mil OR employees from 5 to less than 30	Sales turnover from RM3mil not exceeding 20mil OR employees from 30 to not exceeding 5

Importance of SME

SME's Importance	Title of the journal	Author	Explanation
SME's contribution to gross domestic product	Major Challenges Facing by SME's	Naoyuki Yoshino Farhad Targhizadeh-Hesarlety	Introduce the product from rural area to the world
SME's helping in increasing income in rural area.	Role of Small and Medium Enterprises in Economic Development	Saaed Hashi	Provide opportunities to those who seeking side income or want to have a fixed income.
SME is the key to wealth creation in improving their state of living.	The Challenges Among Malaysian SME: A Theoretical Perspective	Nurulhasanah Abdul Rahman, Zulnaidi Yaacob Rafisah Mat Radzi	Increasing the economy of the country and provide better living.
SME's transform Malaysia into a high-income and knowledge-based economy.	A Study on Factors Affecting the Performance of SMEs in Malaysia	M. Krishna Moorthy Annie Tan Caroline Choo Chang Sue Wei Jonathan Tan Yong Ping Tan Kah Leong	Contribution to exports, employment and economic growth.