

**UNIVERSITI TEKNOLOGI MARA**



لَوْنِيُوْمَرَسِيْ بِنْدِكُوْلُوْكَوِيْ فَايْرَا  
**UNIVERSITI  
TEKNOLOGI  
MARA**

**LOGISTICS MANAGEMENT OF ASMA  
CAKE HOUSE: A CASE STUDY**

**SITI FADILLAH BINTI PAUKAN**

**2012727019**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)**

**MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA KOTA SAMARAHAN**

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## **Chapter 1**

### **INTRODUCTION**

#### **1.0 Introduction to the chapter**

This chapter will be discussed about the background of Asma Cake House (ACH) to learn more about their first period in businesses and their involvement in entrepreneurship.

#### **1.1 Introduction**

Kek Lapis (layered cake) Sarawak is a layered cake, traditionally served in Sarawak, Malaysia on special occasions. Sarawak layered cake is a signature product as a souvenir to visitors who come to Sarawak. Its unique taste and its colourful layered design feature. The demand of Sarawak layered cake is high especially during the festive Hari Raya season. This industry contributes almost RM3 million a year to entrepreneurs. The producers have exported their products to the Peninsular Malaysia, Singapore and Brunei as the demand is very encouraging in those places. The layered cake industry in Sarawak is centered almost entirely in Kuching in response to the One District One Industry Program. A total of 90 Sarawak layered cake entrepreneurs are recorded under the Bumiputera Entrepreneur Development Unit, Department of Sarawak Chief Minister in 2009.

Asma Cake House is a Bumiputera company which operates in the past five years and is based on by Mr. Abusenie B. Bujang Pit and couple, Mdm. Asmah Bt. Ibrahim Astar. Having two branches and a factory, now ACH stands proudly with a distinctive brand.

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction to the chapter**

This study is about the logistics management of Asma Cake House (ACH) where the focus will be on Kek Lapis Basah Sarawak. This first chapter of the study presents the introduction of the study, background of the study, research problem, research objective and scope of study. Logistical marketing activities consists of transportation, material handling, processing and packaging can also have a significant impact on customer costs and operations.

#### **2.1 Literature Review**

In the business arena, logistics refers to the interrelation and management of all the activities such as transportation, inventory availability, warehousing, material handling, and order processing required to make components and raw materials available to manufacturers and finished products to end users when, where, and how they are desired. Physical supply also called materials management includes all those activities necessary to make production inputs (raw materials, component parts, and supplies) available to the manufacturing process. However, physical supply is more the responsibility of production and purchasing.

Logistics management includes the integration of relevant cost centres that management must consider both the operating costs and investment level associated with

## **Chapter 3**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction to the chapter**

This chapter explains and illustrates the steps and procedures used in this research to generate the case study results and achieve the research objectives. This steps and procedures conducted are called as research methodology.

#### **3.1 Research Structure**

The main objective of this research is to do case study in the manufacturing company in order to get continuously cost reduction. The company by the name of, Asma Cake House is the sample of the research. This research can assist to suggest to the company the approach to achieve their objective. Also, to understand the problems faced to further improve the manufacturing product quality and logistics management. The overall research structure of this research consists of four main areas namely:-

1. Identify the research topic and research scope;
2. Preliminary study and literature review;
3. Case study;
4. Conclusion and suggestions for improvements.