



اَللّٰهُمَّ اِنِّىْ اَتِيْكَ بِمَنْعِيْ لَوْ كُنِيْ فَاَمْرًا  
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TEKNOLOGI  
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**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

**ENT600**

**TECHNOLOGY ENTREPRENEURSHIP**

**CASE STUDY REPORT**

**“MY CAKE HOUSE”**

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## EXECUTIVE SUMMARY

My Cake House is a place where they sell cakes, pastries and also the great ingredients with the great price to be promoted to those bakers and those who just love to bake. Not just that, they also provide classes for making cakes, biscuits pastries and others. It is a well-known bakery shop where almost every baker went to My Cake House to buy ingredients to their cakes or biscuits. The major problems faced by them are high cost maintenance for the machines in their shops and also the issues regarding workers. The company should hire the higher educational workers in order to reduce the issues about the attitude or the behavior of the workers. Besides, the company must provide the training for the workers in order for them to learn detailed about bakery and pastries.



# INTRODUCTION

## 1.1 Background of The Study

The baking industry, in all developed countries consists of four segments: retail, wholesale, in-store and food service. Wholesale bakeries are the backbone of this industry. A retail bakery is a low-volume amenity, where an assortment of baked goods is created and offered to purchasers from a similar area. Numerous retail pastry shops are currently offering whole-grain and multigrain breads; but flavor keeps on being a need among retail bread shop customers. The wholesale baking industry division comprises of three segments: cake, bread and related items, frozen pastry shop items and wafers and treats (Albors, 2014). In pastry and bakery makings each ingredient used has its own meanings and purpose for instance dough conditioner or improver is added into the dough to enhanced gluten development, aid in yeast fermentation and to delay staling (Gisslen, 2012). By this, it is really important for a bakery supplier to supply such quality ingredients in order to attract more customers to their shops.

Some of the bakery shops offered baking class to those who wanted to start baking and got no knowledge in this field. The bakery shop really can make money in providing such services out of their bakery business. As mentioned by Wiriadinata(2017), baking is all about a cup of one's mutual love for sweet stuff and sprinkled with a tablespoon of hands-on experience and a sprinkle of supportive chefs.

## 1.2 Problem Statement



Requires high cost maintenance for machines



Workers problem regarding behaviour and power.

## 1.3 Purpose of the Study

To determine the main problems or situation encounter in the company based on the SWOT analysis.

To recommend the resolutions and strategy to boost the performance of the company, by that, the company can sustain in the industry.