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**PRINCIPLES OF ENTERPRENUERSHIP (ENT530): CASE STUDY**

**THE DRAWBACKS IN BUSINESS FOR AN ENTREPRENEUR: CASE STUDY OF  
DHAR FROZEN FOODS & PASTRY**

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## **1.0 EXECUTIVE SUMMARY**

Dhar Frozen Food and Pastry is a company established in 2015 by Puan Faridah and operated in Puncak Alam, Selangor. The company operates the business by selling frozen food, specifically in curry puff. The location of the shop is very strategic because it is just nearby schools, houses area and also a university.

The organizational structure in the company consists of Puan Faridah herself and two permanent workers. In the marketing plan, the company focuses more on the promotion by using social media platform as the medium to introduce and promote their product such as Facebook and Instagram. For operational strategy, Puan Faridah is very focusing on the quality of the product over the quantity produced. Puan Faridah will also make sure that her products, mainly curry puff, are produced with quality that follows the company's standard with the aim to satisfy their customers. Next, the financial strategy of the company is to utilize every resource available owned by the company at the lowest cost possible to and by reducing wastage hence will lead to the increase the company's profit.

In term of marketing, Puan Faridah targets wide range of customers due to its small coverage of business, which is only in Puncak Alam area. Puan Faridah believes because of the steady demand of her products in that particular area, the products does not need an extensive marketing. Besides, she also refers to SWOT analysis as a guideline in managing her business as she can identify any problems during the operation of the business and make plans to overcome them.

Being an entrepreneur, one could not avoid from facing challenges in starting up their business including Dhar Frozen Food and Pastry. There are a few problems that have arised in Dhar Frozen Food and Pastry which were capital problem in starting up the business, lack of promoting and marketing strategy, lack of human capital and last but not least, their products do not has a Halal Certificate. After analyzing and evaluating this case study, we found that the major problem that contributes to the other minor problems is lack in source of capital.

Puan Faridah, the founder of Dhar Frozen Food and Pastry already took few actions in order to reduce the major problem that she faced. Nonetheless, from our point of view, the most crucial thing that Puan Faridah has to do is applying the Halal Certificate. This is because by getting her business premise and products halal certified, it could open up so many more opportunities for her and her business.

## **2.0 INTRODUCTION**

### **2.1 Background of the study**

For students of Bachelor in Business of International Business, they were required to take the subject of Principle of Entrepreneurship (ENT530). Students are given a task which is 'case study' that have to be done and submit within the specific time given and this case study are counted as a mark for their assessment. The students are required to find a company either small or large company to be interview. Students need to write a report and give explanation of an activity, events or problems that arisen real situation besides giving the recommendations and suggestions.

### **2.2 Problem Statement**

The main problem faced by Dhar Frozen Food and Pastry is financial problem. Puan Faridah did not have enough capital to buy machine to process the curry puff such as freezer and steamer. As this is a small company that was started from scratch, it is quite difficult for Puan Faridah to borrow large amount of loan from bank or any institutions that provide loan for the entrepreneurs. Until now they still using traditional method to process the curry puff semi-manually. Next problem is to get the Halal Logo and certificate for their product. Puan Faridah is working hard to get the Halal Logo so it will be easy for her to expand her business in the future. In a nutshell, to identify and know more about Dhar Frozen Food and Pastry, they use SWOT analysis and Business Model Canvas (BMC). Those tools help us to identify and stated the problems and the method to solve those problems.

### **2.3 Purpose of The Study**

The purpose of case study is to fulfill the requirement needed for the course ENT530. Besides, the study will provide useful information to the students on managing business and how to become a successful entrepreneur by acknowledging the problems that may arise in conducting business and ways to overcome the obstacles.

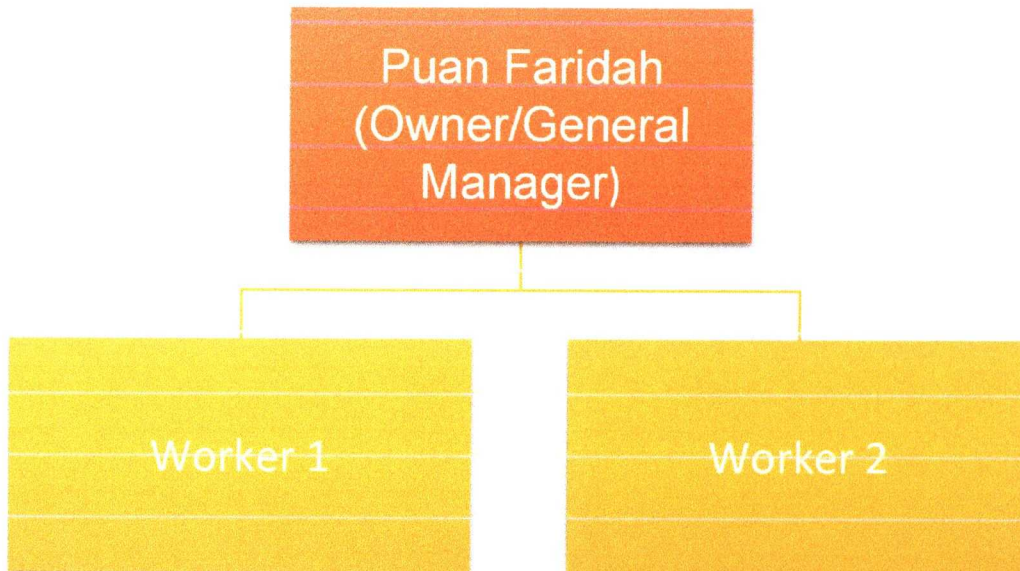


### **3.0 COMPANY INFORMATION**

#### **3.1 Background**

Dhar Frozen Food and Pastry was originally operated as a small business and processing their food at the owner house at Ijok, Selangor. The business was operated since 2015. The owner of Dhar Frozen Food and Pastry is Puan Faridah. After 2 years, around October 2017, the owner found the strategic location at residential area to operate the business located in Puncak Alam at No. 18, Jalan Astana D, Fasa 3 Bandar Puncak Alam, 42300, Kuala Selangor, Selangor, 42300 Kuala Selangor. Dhar Frozen Food and Pastry is a company that produce frozen food including variety of curry puff. Dhar Frozen Food and Pastry is a sole proprietorship owned by Puan Faridah where she manage and control all the business management and processes. As for now, the company only has three workers to run the business including Puan Faridah. The capital that Puan Faridah contributed to open the business in Puncak Alam is approximately RM 5,000.

#### **3.2 Organizational Structure**



### 3.3 Product / Service

Dhar Frozen Food and Pastry selling a lot of variety of curry puff. Puan Faridah also introduces the new flavors of curry puff likes "curry puff kambing" and "curry puff sotong" to make her curry puff different from the competitors where there are rarely found and available. As the owner of Dhar Frozen Food and Pastry, her priority is to ensure the quality of the products achieve the standards set by the company. Only selected ingredients from suppliers such as FAMA and from the market are used to produce the frozen food. The company also produce other few frozen food such as donut, pau and popiah roll.

(Refer to appendices figure 1 until 5 for machine equipment, and products.)

### 3.4 Business, marketing, operational strategy

Dhar Frozen Food and Pastry business is a sole proprietorship and fully manage by Puan Faridah. Generally, she focuses in selling those frozen foods directly from the shop. At times, she also had the opportunity to open up a booth in small carnivals such as in UITM.

For the marketing strategy, Puan Faridah gave out curry puff as a tester for the consumer to taste during those days when she joined those kind of carnivals. Besides, Puan Faridah also put her curry puff at the stall nearby. Moreover, Puan Faridah also use Facebook as a platform to promote her products.

Dhar Frozen Food and Pastry produces the curry puff according to their stock availability and also order received. Puan Faridah does not apply any specific and proper operational strategy. She herself conduct the whole operation of production from ordering stocks and inventories from suppliers, process of making curry puff to the quality control and the actual sale of the products.