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CASE STUDY

BASKIN ROBBINS (GOLDEN SCOOP SDN. BHD.)

ICE-CREAM PRODUCTS COMPANY

PREPARED BY

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EXECUTIVE SUMMARY

Baskin Robbins is a worldwide ice-cream company and it has been recognized by most of the society. All the branches of Baskin Robbins in Malaysia manage by Golden Scoop Sdn. Bhd. under a contract. In Sarawak, there are three branches of Baskin Robbins which is at Vivacity Megamall, AEON Mall Kuching and CityONE. The Baskin Robbins at Vivacity Megamall operates the same day as the mall official launched. Baskin Robbins offers a wide variety of flavours of ice-cream and ice-cream cake as their products. The major problems faced by Baskin Robbins is the price of the ice-cream which is too expensive from the society's point of views. The price problems then effects the economic problems. When the price is too expensive, people are reluctant to buy the ice-cream and Baskin Robbins will not get any profits from the products. Baskin Robbins also face many competitors around especially from the local business that promote on the same type of products. Other competitors offers a lower price compared to price set by Baskin Robbins on their product which is the ice-cream. But, the price set by Baskin Robbins shows the quality of the product.

INTRODUCTION

Case study for this project is a process of analysing the strategy and the growth of a company throughout years of operation. Throughout this study, we gain knowledge on how the company handling their business effectively and efficiently while facing many competitors of the same business especially from the local business. The objective of the study that we decided to conducted is to acknowledge on the method that we can use to improve the business. We also learn on how to handle problems faces by the business and the effect on the solution made to their business. By conducting this case study, we as a student gain more knowledge on starting a business and through the interview, we become more confident in facing people and our communication skills also increases.

For our case study, we decided to conduct a study on the world's largest ice cream company which known as Baskin Robbins managed by Golden Scoop Sdn. Bhd. in Malaysia. Our group conduct an interview with the supervisor, Miss Ayu Farzilawanee, at the branches located at Vivacity Megamall, Kuching, to gain more information about the background, organizational structure, type of business, business model, marketing strategy and financial achievements from the beginning of business until these days. Our group also will study on the company's strengths, weaknesses, opportunities and threats (S.W.O.T.). From the collected data, we will analyse the problems faces by the company and suggest better solutions to overcome the problems occur by the company. We gained many useful information on the advantages and disadvantages in handling the business after interviewing the supervisor incharged.

Moreover, from the case study that has been conducted at Baskin Robbins, we acknowledge that the company faces problems such as the products did not come on time to the company which then effects the products and delay more time to get new products. Furthermore, most of the people are reluctant to buy the products because the price is too expensive for them for an ice-cream. From these problems, our group knows how the staffs manage their business in order to attract more people interested to buy their products.

COMPANY ANALYSIS

4.1 Strengths

One of the strengths of Baskin Robbins based on the data collected is the quality of their products which is the ice-creams and the ice-cream cake. The ice-cream is made from a high-quality ingredients. The making of the ice-cream is also based on the flavours that most of the people love and can enjoy. It is stated that the most favourite flavours preferred by customers is the mint chocolate chips flavour. They always use good materials and focusing on the healthy products as well. As stated by the supervisor of Vivacity branches, the company offers a very wide variety of flavours of ice-cream which attracts more people to enjoy their products.

Other than that, the promotions offered by Baskin Robbins also considered as the strengths of Baskin Robbins business. Baskin Robbins makes promotion every 31st day of every months by giving 31% offer of the ice-cream. The ice-cream offered for the promotion is unique as the unique and new flavour ice-cream only available during the promotion. By giving promotions, people will become attracted to buy as it is affordable for them to buy and also attracted to try the unique flavour ice-cream.

4.2 Weaknesses

For the weaknesses, Baskin Robbins supervisor for Vivacity branches stated that the price of the products is too expensive than other ice-cream product. As the ice-cream products been imported from other country such as UAE, the price of the products also increases after taxation and other charges. The making of ice-cream from high quality products also effect the pricing. Most of the people reluctant to buy Baskin Robbins ice-cream as there are many more choices of ice-cream at any stores with more lower prices.

Another weakness stated in the interview is the delivery process of the stocks. The problem that always effect the income of the company is when the product are not send on time. When the truck or lorry bring that deliver the products is stuck on the traffic jam, it will damages the ice-cream. This is because ice-cream need to be place in a suitable