



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)  
CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN**

**FARISA BAKERY & PASTRY  
A SOLE PROPRIETORSHIP BUSINESS**

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## TABLE OF CONTENTS

<b>CONTENT</b>	<b>PAGES</b>
EXECUTIVE SUMMARY	<b>3</b>
1.0 INTRODUCTION 1.1 BACKGROUND OF STUDY 1.2 PROBLEM STATEMENT 1.3 PURPOSE OF STUDY	<b>4-5</b>
2.0 COMPANY INFORMATION 2.1 BACKGROUND OF THE COMPANY 2.2 ORGANIZATION CHART 2.3 PRODUCTS AND SERVICES 2.4 MARKETING 2.5 COMPANY GOALS	<b>6-7</b>
3.0 COMPANY ANALYSIS 3.1 SWOT ANALYSIS OF FARISA BAKERY & PASTRY 3.2 SUMMARY OF SWOT ANALYSIS 3.1.1 STRENGTHS 3.1.2 WEAKNESSES 3.1.3 OPPORTUNITIES 3.1.4 THREATS	<b>8-12</b>
4.0 BUSINESS PROBLEM 4.1 SOLUTIONS	<b>13-15</b>
5.0 RECOMMENDATION AND IMPROVEMENTS 5.1 DELIVERY SERVICE 5.2 ADDITIONAL WORKERS 5.3 CHANGE OF OPERATIONAL HOURS 5.4 OPENING OF FRANCHISES 5.6 SEASONAL PROMOTIONS	<b>15-17</b>
6.0 CONCLUSION	<b>18</b>
7.0 REFERENCES	<b>18</b>
8.0 APPENDICES	<b>19-22</b>

## **EXECUTIVE SUMMARY**

'Farisa Bakery & Pastry' is a small, well decorated bakery shop that is built on the left side owner's house lot. 'Farisa Bakery & Pastry' is not really well-known among the people within this Kota Samarahan area. This is might due to its strange location and how the bakery operates within the owner's own home.

'Farisa Bakery & Pastry' offers varieties of pastries such as breads, pizzas and cakes but is best known for their fun coloured donuts. 'DOFA' which stands for 'Donuts' and 'Farisa' are truly their bestsellers as a large portion of their regular customers came to their shop just for their donuts. The dedication and love of the company's manager, Farisa Umar really showed in the way their products were made. Every product that they made are high-quality that is as par as other donut-focused shops in the malls and stores.

From our interview, we can see some of the problems that can be enhanced and improved that can greatly help the company in order to gain more attention, customers and profit. One of the problems that we can observe right from the bat is their customer service online. Before the interview was being done, we contacted the owner of Farisa Bakery & Pastry on Facebook for the date for the interview. After several trials and messages, they finally replied and confirmed the date. This led us to conduct the interview a bit later than other groups due to the owner's busy schedule that sustained her from replying to enquiries and messages online. Due to that, we almost changed our focus of study to another company as our progress is much slower than other groups.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

This case study is conducted to investigate the overall operation of founding of the selected business, the ins and out of the way the business is handled besides looking closer to how the owner overcome the challenges and obstacles of making his or her business known and successful. Business is defined as an organization or enterprising entity that is engaged in commercial, industrial, or professional activities. The term *business* also can be defined as the organized efforts and activities of individuals in order to produce and sell goods and services for profit. Businesses can range from sole proprietorship to an international corporation. In this case, we selected a sole proprietor business named “Farisa Bakery & Pastry” as the subject of our study.

We decided to interview Farisa Umar who owns Farisa Bakery & Pastry. The bakery is located in her own family home lot and is managed with his husband, whose name is not stated during the interview. The interview is being conducted in person by meeting up with her at the bakery after its closing hours. During the interview, we asked multiple questions varying about how the business is founded, the methods that the owner used to tackle obstacles while handling the business, and what inspires them to start the business from scratch. At the same time, photos (attached on the appendix) were taken to share a glimpse on the atmosphere of the business.

### **1.2 PROBLEM STATEMENT**

As generally known, different companies have different operational time. Due to that, we had a hard time to contact the owner by messaging their page on Facebook. After multiple tries, we finally managed to set a perfect time to meet the owner herself. From our observation, the bakery is only a small business managed by an experienced couple who already ventured themselves in business when they were still students.

As mentioned, we only interviewed the founder as other workers that work for their bakery are just casual workers. Just like most companies, they rather keep some of their information as confidential, so we continued to ask more questions

that indirectly asks them to reveal some of the numbers, such as their monthly budget, cost operation and so on.

Next, the limitation of time to go for the interview has led us to carry the interview a little bit later than other groups. After we finally get in touch with the owner through their Facebook page, we managed to meet up 2 weeks after we first contacted the owner. It costs us a lot of time because she was outstation for 2 weeks at Kuala Lumpur. Her busy schedule has led to wait for 2 weeks just to secure the date for the interview.

### **1.3 PURPOSE OF STUDY**

The actual purpose of this study is for multiple reasons. As mentioned before, the main purpose was to find out the company information such as the owner, workers, how the company operates and extra details of the company that outsiders may not know. Details such as their business plans, the way they utilize the use of their organizational chart, marketing strategies and the products and services that they provide for their business are also asked during the interview for this study.

The second purpose is to perform SWOT analysis on the business to find out their strengths, weaknesses, opportunities and threats experienced by the business. As the business is considered new to the environment, it has been seen that the business needed more of improvements towards their business. This analysis is being done to serve a purpose of knowing their strengths that can become the weakness of other businesses, the opportunities and ways that the business can improve and be better in terms of gaining followers, sales and profits and lastly the threats that can jeopardize their business.

Lastly, the case study was conducted to brainstorm our minds to provide some recommendations and suggestions for Farisa Bakery & Pastry to improve their weaknesses. Based on the SWOT analysis, we can detect their weaknesses and strengths that can to be strengthen to ensure that the business stays in business longer. Besides that, our ideas and recommendations followed with solutions can be a beneficial aid to attract new customers and bring more awareness of their products.