



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTAL OF ENTERPRENEURSHIP (ENT 300)**

NAME OF COMPANY: *TAKA CAKE HOUSE*

TYPE OF BUSINESS : *BAKERY*

PREPARED BY;

FACULTY AND PROGRAM: DIPLOMA IN SCIENCE ADMINISTRATIVE AND  
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## 1. EXECUTIVE SUMMARY

Taka Cake House begins since 1986. Taka first branch first set its footprint on Jalan Satok which is a small outlet. And now Taka is having 14 outlets separated in Kuching, Semariang and Kota Samarahan. In addition, the 15<sup>th</sup> outlet is on the way of completion. The headquarter of this company is located in Batu Kitang, Bau.

Taka is one of the most popular outlets in town in delivering the best quality products to the customers in town. Taka Cake House serves all ranges of products from plain bread to French croissants, traditional layer cakes to popular western cheese cake. Furthermore, the branches of this outlet will start its operation hours from 10am until 9pm depending on the branch operating area.

There are few components that we have studied which are :

- a) The company's problem identification
- b) Company analysis
- c) Discussion on major problem
- d) Recommendation in the problem

There are a small number of problems that arise within the company in order for them to expand their business and gladly we have found ways for them to solve and improve their businesses and to overcome the problem from arising in the future by making analysis using the SWOT Analysis.

## **2. INTRODUCTION**

The case study is about Taka Cake House branch in Kota Samarahan, a company that sells various type of delicious cakes, bread and traditional layer cakes. It is mostly focus on delivering high quality cakes to the consumer in town for birthday events or any other special occasions. The Taka Cake House is well known among people in the town as it been operating since 1986. This company is using Franchise business model. There are 14 branches of Taka Cake House which are mainly operating in 3 different areas which are in Kuching , Semariang and Kota Samarahan.

The purpose of this study is to learn how Taka Cake House promotes their products and business and also to let the public know about their business. Moreover, to find out any issues or problems face by the company itself. The main focus of this case study is to identify the problem or issues that can affect the company business condition or environment and to recommend solutions on how to settle the problems or issues face by the company.

### 3. COMPANY BACKGROUND

The Taka Cake House established and operates their businesses throughout Malaysia in the past 29 years ago and the business had started at Kuching since 1986. This Taka cake house had 15 outlets all over the Kuching that includes Kuching, Samariang, Tabuan Jaya, Kota Samarahan, Batu Kawa and BDC area. This company is still smoothly operating their business until these day onwards for the customer demands.

The organizational structure in this company is they have a cashier, baker, bakery assistant, shop assistant and supervisor. However, this company practising multi-tasking work among the employees when they are not enough number of employee on that particular time. Multi-tasking means that one person perform more than one task in that company. Therefore, by multitasking work is better and being used in this company because it can increase the productivity of the employees itself by not doing only a single particular task or work which can reduce the time consuming in doing their task and reducing the procrastination to complete the task on time. The middle managerial class in the company is supervisor and assistant whereby above them which they have a manager or assistant manager.

Other than that, the business model for this company is practising franchise model. Their design for the product is designated and had been prepared by their headquarters in Kuching branch which is in the Batu Kitang area but in Kota Samarahan branch they create and use their own creativity for self-improvement to the product and services for instance they added new type of croissant and new promotion method in that particular branch which is in Kota Samarahan. For each of the branch have their own ideas towards to make their promotions and making their own special recipe for the product itself to make it more attractive, looks delicious and tasty. Franchise is all must be the same and same with the way that they doing their task effective and efficiently. The variety of the product that produce and provided by this company is croissant, mini cakes, cake, layer cake, cookies, special dessert. However, the company also provides catering service whenever there is corporate events, wedding, full moon, and birthday celebrations.