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CASE STUDY

CLOWN BAKESTORE

BAKERY

PREPARED BY

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EXECUTIVE SUMMARY

Clown Bake Store is a family business with experience over 14 years in the field of baking. Having two branches in Kuching which located at Batu Kawah and Jalan BDC. Clown Bake Store have a really high commitment in maintaining an excellence business in the bakery industry. They are providing a wide range of healthy and good products such as bread, buns, pastries, cookies and cakes with a high quality and affordable range of prices. Last but not least, Clown Bake Store also have a good management team and staff that always put the customers' satisfaction first.

In every businesses there should be a problem that can occur at any time. As for the Clown Bake Store, their problems are the place of their business and the ingredients that they are using in making their products. For the location, they are facing the problem where their location are not strategic as it is too far for people to reach. They have two branches which are located at Batu Kawah and Jalan BDC and not everyone wants to go to their bakery just to buy a bread. Mostly people that buy from their bakery are those who lives around that area. As for the ingredients, they are not using any preservatives in baking their products, so fungus and bacteria will growing easily and automatically damage their product. So, it will affect their financial profit because they have to throw the spoil product.

In order to solve the problem occur in their business, the Clown Bake Store has to choose a suitable solution. For the location, they have to build the store at the place that can attract more attention from people. This is because if they open up their business at the place that people often visit, they can increase their profit because many people will go to their place. They need to open up their business in a strategic place for example shopping mall such as Viva City. As for the ingredients, the Clown Bake Store can use a natural food preservatives like cinnamon, ginger, lecithin, garlic, clove and others. The natural food preservatives are safe to use as it does not bring any harm to the consumers. It also can bring a good flavours or aroma to their products.

In conclusion, Clown Bake Store is actually a good bakery that provide several kind of products. In order for them to achieve their goals in the future, Clown Bake Store must improve and solve their problem so that they can gain more profit and will be more succesful in the future.

1. INTRODUCTION

1.1. Background of the study

Entrepreneurship can be defined as the activity of setting up a business or businesses, and taking on financial risks in the hope of making profit. The study of entrepreneurship includes the study of entrepreneurial behaviour as well as the dynamics of business set up, expansion and development,

Entrepreneurship education seeks to provide students with the knowledge skills and motivation to encourage student success in a variety of settings. Variations of entrepreneurship education are offered at all levels of schooling from primary and secondary schools through graduate university programs.

Entrepreneurship education focus on the development of skills or attributes that enable the realization of opportunity where the management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving profit.

2. COMPANY INFORMATION

2.1 Company Background

Clown Bake Store began as family business and having with a 14 years of experience in the field of baking and service, their family plans to install a vibrantly distinct bakery culture and lifestyle to the general public. Clown Bake Store have two branches which is located at Batu Kawah and Jalan BDC in Kuching. Their commitment to excellence in the craft and artistry of baking enables to deliver high quality of product that look delightful towards the customers and making a celebrations moment to be cherish. The main products that Clown Bake Store produce are bread, buns, pizza bread, pastries, cookies and cakes. Clown Bake Store offers more than 50 different types of buns, breads and designs of cakes

For the Clown Bake Store to progress their business, they have choose a different kind of way to produce their product and having a skills of quality management in the operating with the staffs by working together. Clown Bake Store offers a broad range of products, all is with a special made. Their products are fresh made daily with no preservatives compare to the other bakery and only produce a high qualities products. Their cake also has less sugar thus making them a healthier choice for the customers. In 2014, their first branch was established and located at Kuching Central, Kuching but unfortunately their business was closed due to lack of customers in that area. At the same year, Chung Family also established their second and third branches at Batu Kawah and BDC in Kuching. We choose one of their branches with is located at MJC, Batu Kawah in Kuching. Their address is at Jalan Batu Kawah, New Township, 93250 in Kuching. Their business number is at 082-578179.

2.5 Business, Marketing and Operational Strategy

BUSINESS

In conducting a bakery, Clown Bake Store objectives are to produce their products such as buns, cakes and bread with a high quality product and to achieve their own goals to be The No. 1 Family Business with success in the future. Clown Bake Store Mission is "we are committed to baking happiness with smile through a joyful experience" and their Vision is "Enriching your life with joyfulness". Clown Bake Store also have their own slogan which they put in front of their shop with is "Baking Happiness with a Smile".

MARKETING

PRODUCT STRATEGY:

Clown Bake Store has their own strategy in maintaining a good product. For maintaining a good and reliable product to consumers, they are not using any preservatives ingredients in producing their products. So, their products are a lot healthier compared to other bakeries that are using the preservatives ingredient to keep their products last longer. Since preservatives is not good to our health, they decided to not using it as their ingredient in making the products. The reason of them for not using the preservatives is to make sure their consumers are consuming a healthier foods in their life. As they are not using the preservatives, the consumers can expect a high quality assurance from their products and it can makes the consumers more attracted in buying their products as it will not do any harm to their health.

They also provide a good variety of products using many kind of flavours such as chocolate, vanilla, strawberry, cheese and others. They are putting a lot of efforts to ensure their customers satisfaction in providing many range of flavours of their products so that all the consumers can enjoy the variety of good taste of their products. They also provide a good decoration and designed cakes for any kind of celebration and the cakes can be customized by the customers. Then, Clown Bake Store will design and decorate the cakes according to the customer preferences.