



اُنِيُوَرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**CASE STUDY**

**NAME OF COMPANY:**

**JEMILAH KEK LAPIS**

**TYPE OF BUSINESS:**

**FOOD AND BEVERAGE**

**PREPARED BY:**

**FACULTY : ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**PROGRAMME : DIPLOMA IN PUBLIC ADMINISTRATION**

**SEMESTER : 4**

**PROJECT TITLE : FOOD AND BEVERAGE**

**GROUP MEMBERS :**

1) MOHD ANWAR BIN RAMLEE	2017248124
2) MOHD AL-ASRI BIN MADURA	2017255844
3) VANNESA NAWAI ANAK ENTERI	2017200852
4) ZULFADHLI MARTHIN BIN SUHOR	2017260686

**PREPARED FOR LECTURER'S NAME :**

**MDM SITI MARDINAH**

**SUBMISSION DATE**

**29 MARCH 2019**

## Executive Summary

Jemilah Kek Lapis has been recognized by people in Kuching. This is due to their product which is Kek Lapis that have a differences between others Kek Lapis such as flavour that they used, texture of the kek lapis and they did not receive any complains from the customers. The location of the business is easy to find. The reason why we choose this business is because we wanted to know how they handle the business so that we can use and learn their strategy for our further study. Besides, we are interested to know more about Kek Lapis with various flavour.

## Introduction

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

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

However, to be an entrepreneur, there are many challenges that must be overcome and a couple of those problems are :

- Many competitors

In doing any business there will always be many competitors because they have the same similarities in services or product oriented. This means that you need to do more research about other companies or businesses so that you know what their strengths and weaknesses are. It might help you to improve the performance of your company.

- Price of raw material increasing

Price increasing is something that always happens and you have to be fully prepared about this problem. When the price in cost of material is increasing, the entrepreneur needs to increase the price of their product.

## **Company Information**

### **Background**

Kek Lapis is Sarawak Traditional Food and it is very popular during festive season in our country such as Hari Raya, Chinese New Year, Deepavali and others.

The name of the company is Jemilah Kek Lapis. The name of the company is given in conjunction of their owner's name that is Jemilah binti Bojeng. She is 40 years old and have 3 children. She start to involve in ths product oriented business in about 10 years. For the starting 4 years involved in this business, the owner just do all the process of the product until it become finish goods and sell the product only at her own house at Bandar Baru Samariang, Kuching, Sarawak. At the starting 4 years, she also just become the provider of the Kek Lapis to whom willing to buy in bulk. After the starting 4 years, Jemilah Kek Lapis starting to thrive and trust by the customer. After that, they managed to have their own store and factory and Jemilah Kek Lapis start to be known by the local people and even tourist know about their product.

In about 10 years involved in this business, now they have 4 branches include their headquarters with address at Block C, C 75, Medan Niaga Satok, Jln Matang, 93050 Kuching, Sarawak, Malaysia. Three of their branches are located at Kuching, Sarawak and their latest branches just open at Kota Samarahan, Sarawak. Their second branches are located at Bandar Baru Samariang, Kuching, then they open their branch at Kuching Waterfront and their latest branches are located at Desa Ilmu, Kota Samarahan.

## **Business, Marketing & Operational Strategy**

### Business Strategy

Business strategy that Jemilah Kek Lapis use is maintain their product's price lower than others but still can maintain their profit. After that, they will continue to produce more flavour on their cake instead of just having variety of colours.

### Marketing Strategy

Jemilah Kek Lapis have their own marketing strategy that is they market their product at social media platform. It is because nowadays, most of marketing strategy is using social media and it is easy because many people know about something new just from social media. Jemilah Kek Lapis have their own Facebook Account and Instagram Account that is 'Jemilah Kek Lapis'. People also can order their product from online such as they can call straight forward to Jemilah Kek Lapis Headquarters to make an order.

### Operational Strategy

The operational strategy of Jemilah Kek Lapis is they have 4 branches. With such a many branches, people will easily can get their product without any problem. Besides, the location of their branches are strategic because they open their branches at the place that famous with the tourist or people from outside of Sarawak. For example, they open their branch at Kuching Waterfront. It is the place where people from outside of Sarawak must go if they visit to Sarawak. Then, Jemilah Kek Lapis also open their branch at Desa Ilmu, Kota Samarahan. This place is University area so students from other state surely will easily get their product and no need to go far to buy the layer cake.