



اَوْنِيُوْ سِيْطِيْ تِيْكَنُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT600 TECHNOLOGY ENTREPRENEURSHIP**  
**CASE STUDY**



**COMPANY ANALYSIS OF GULA CAKERY**

**FACULTY & PROGRAMME:** FSKM, BACHELOR OF SCIENCE (HONS.) STATISTICS

**SEMESTER:** 6

**PREPARED BY:** EMIRA HALISA MUNIRAH BINTI EMIRUDDIN

**LECTURER:** YUSRINA HAYATI BINTI NIK MUHAMMAD NAZIMAN

## **ACKNOWLEDGEMENT**

Firstly, the completion of this case study could not have been possible without the assistance and participation of so many people whose names may not all be mentioned. Their contributions are sincerely appreciated and gratefully acknowledged. I would like to express my appreciations particularly to my ENT600 lecturer, Madam Yusrina Hayati binti Nik Muhammad Naziman, for giving me valuable guidance and encouragement in carrying out this case study. Lastly, a special thanks to my family for their moral and support during the preparation of this report. These commitments enable me to succeed in completing this report on time. Thank you.

## TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
<b>EXECUTIVE SUMMARY</b>	vi
<b>1. INTRODUCTION</b>	
1.1 Background of the Study	7
1.2 Problem Statement	7 - 8
1.3 Purpose of the Study	8
<b>2. COMPANY INFORMATION</b>	
2.1 Background	9
2.2 Organizational Structure	9
2.3 Products/Services	10 - 18
2.4 Technology	18
2.5 Business, Marketing, Operational Strategy	19 - 21
2.6 Financial Achievements	21
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT	22
3.2 Consumer Trend Canvas	22
<b>4. FINDINGS AND DISCUSSION</b>	23

<b>5. CONCLUSION</b>	23
<b>6. RECOMMENDATION AND IMPROVEMENT</b>	24
<b>7. REFERENCES</b>	24
<b>8. APPENDICES</b>	24

# **1. INTRODUCTION**

## **1.1 Background of the Study**

A bakery is an establishment that produces and sells flour-based food baked in an oven such as bread, cookies, cakes, pastries, and pies. Baked goods have been around for thousands of years. The art of baking was developed early during the Roman Empire. It was a highly famous art as Roman citizens loved baked goods and demanded them frequently for important occasions such as feasts and weddings. This trend became common, and soon, baked products were sold in streets of Rome, Germany, London, and more. The first open-air market for baked goods was established in Paris, and since then bakeries have become a common place to purchase delicious goods and to socialize. Some bakeries provide services for special occasions (such as weddings, anniversaries, birthday parties, business networking events, etc.) or customized baked products for people who have allergies or sensitivities to certain foods (such as nuts, peanuts, dairy or gluten, etc.). Pastry shops can give a wide scope of cake plans, for example, sheet cakes, layer cakes, wedding cakes, tiered cakes, and so on. Other bakeries may specialize in traditional or hand-made types of baked products made with locally milled flour, without flour bleaching agents or flour treatment agents, baking what is sometimes referred to as artisan bread.

## **1.2 Problem Statement**

According to my observation, the company is doing well with a conventional method in cutting cold cakes such as cheesecakes, frosted cakes, and others. The conventional method, in which, is referring to a cutting technique where it is a must to dip a knife into hot water before slicing the cake and wipe the water excess by using