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UNIVERSITI
TEKNOLOGI
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Faculty of Business Management
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Individual Assignment
Wadie Bakery & Cake

Fundamentals of Entrepreneurship
(ENT300)

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EXECUTIVE SUMMARY

The original purpose of this case study conducted because to expose students to real business through this case study. through this case study, students can identify the individual situation such as person, business and entrepreneurial competencies in more details. For this case study, I have done interview and research about company that I have selected and identified the company background also the entrepreneur in details. The name of company that I have choose is Wadie Bakery & Cake and in accordance with the name of company, the founder of this company is Mohd Yuswadi Mohd Zawizah. This case study will also tell us about its success and fluctuations in doing business over the years.

At the end of the case study, we managed to gain a lot of new knowledge about business in the real world. In addition, the potential of our country is also determined by the entrepreneurs we have today. To share to the public, Mohd Yuswadi is very hard worker, he never gave up on his business, no wonder today he enjoys various successes.

In conclusion, this project is good for students as they learn about business in their lives. Mohd Yuswadi's success can motivate us all to start a business. It was a good experience.

COMPANY BACKGROUND



Wadie Bakery and Cake is located at Blok c-g-11, Residensi Bistaria, Taman ukay bestari 680000 Hulu Kelang, Selangor. This bakery was founded in 2011, and their factory began producing the product in 2015. Leading to the introduction of the factory, the product was manufactured in the shop, but due to increased demand, a factory was established to manufacture the product.

Wadie bakery and Cake is owned by Mohd Yuswadi Mohd Zawizah. This bakery has around 10 staff including manager, factory worker and sales girl. The factory also has 10 staff, most of whom are men. The business has been operating for 10 years run by Yuswadi himself without a partnership.

This cake sells on average for Rm 3000 per day, or Rm 70000 per month. This is a stable company that may offer residents opportunity to work in their communities. They also run promotions and receive a customer order on special occasions such as weddings, teacher's days, and national day.

ENTREPRENUER PROFILE



His name is Yuswadi Mohd bin Mohd Zawizah, he is a male entrepreneur in the field of bakery. He was born on 12 December 1985 at the Kota Bharu General Hospital, Kelantan. He is the fifth child of seven siblings, consisting of four boys and three girls. He grew up in Machang, Kelantan. He was given his early education at Machang 1 Primary School then at Machang Science Secondary School.

At the age of 25, he met a man named Siti Saleha. After a year they finally made love, they were safely accepted on September 12, 2010. After getting married, he continued to live in Kajang, Selangor. He is now thirty -five years of age and has two sons and a daughter.

He has about eleven years of experience in the bakery. Starting in 2006 he worked in a bakery factory. Mr Wadie worked and gained experience there for 5 years and in 2011, he decided to quit his job and continue to run the bakery himself. Start by making breads and selling them on the side of the road and when he finds a response by customers. From there he continued to buy equipment and rent a shop to further expand his business.

He has no entrepreneurial family background. Many of his family members work for the government and the private sector. In 2009, her employer gave her the opportunity to learn for herself the ingredients for a tender and tasty bakery and always provided motivation