



UNIVERSITI
TEKNOLOGI
MARA



TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

'KEDAI KEK DAN ROTI AISHAH'

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PROGRAM AND COURSE CODE:

HS241 6C

BACHELOR OF MEDICAL LABORATORY TECHNOLOGY
FACULTY OF HEALTH SCIENCES

SEMESTER :

MARCH TO JULY 2019

- Poor bly of study
- Not written in an interesting way
- not much of analytical thinking

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EXECUTIVE SUMMARY

We got the opportunity to study a small bakery which is 'Kedai Kek Dan Roti Aishah' in Kota Tinggi, Johor. In the first part of the case study, the general information of the shop has been collected. The information is gathered through verbal interview. It is a small family business that are selling variety of cakes, cookies and some bread. For the target market, younger customers may order pastries from a bakery, while families may drop by for *bahulu*, breads or cakes. The major problems of this bakery is lack of staff and poor marketing strategy.

Every business have to design a strategy for achieving their goals, consisting of a marketing, business, and operational strategy. In this case study, we analyzed the strength, weaknesses, opportunities and threats of this bakery by using SWOT analysis. Thus, from the needs and demands from the customers of this company, we analysed the problems and provide recommendations on solution to overcome their problems and to fulfil their needs in Consumer Trend Canvas (CTC) analysis.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The study is about small bakery producing cookies, cakes and bread. We all know that the bakery products have been popular around the world since Roman Empire and one of the oldest artificial foods. It started with a simple biscuit, the common product and followed by cakes and bread. It comes in different shape, size, style, flavor and textures.

There were many people who have opened the bakery business. One of the bakery is 'Kedai Kek Dan Roti Aishah' owned by Pn. Aishah. She decided to run a business because of the passion and true love to bake and she thought by opening a bakery would be a perfect thing for her.

Business details such as organizational structure, products and services, business, marketing, and operational strategy and financial achievement have been collected by verbal interview through a video call. During business development, Pn. Aishah had encounter many challenges and prevent the business from executing strategy and achieving goals.

1.2 PURPOSE OF THE STUDY

The purpose of this case study is to analyse the concept of 'Kedai Kek Dan Roti Aishah' and to identify the business plan in terms of production and marketing approach. Besides, this study was carried out to recognize the problems and give suggestion for a better business.

1.3 PROBLEM STATEMENT

1. The service on producing cakes and breads is no more available due to lack of staff.
2. Poor marketing management.

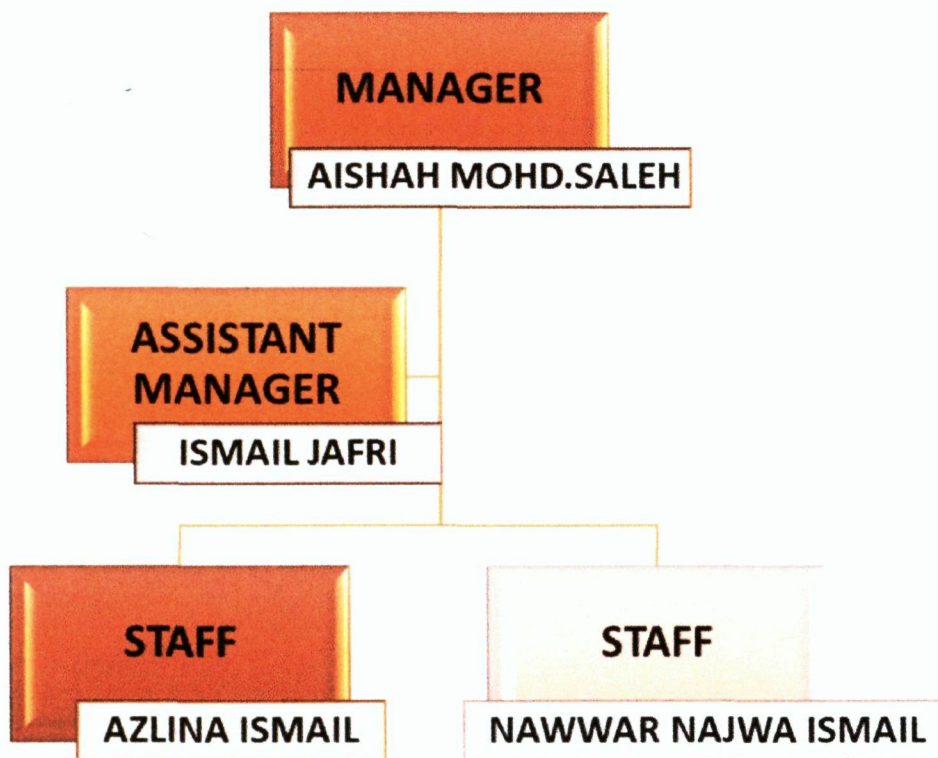
2.0 COMPANY INFORMATION

2.1 Background

“Kedai Kek Dan Roti Aishah” is a family business. It has been developed since 2001 and lasts till now year 2019. It has been 18 years. It is a small family business located at No.77, Jalan Niaga 3, 81900 Kota Tinggi in Johor. The bakery is selling flour-based food baked in an oven such as bread, cookies, and cakes. The owner of the shop is Pn. Aishah Binti Mohd. Saleh, 62 years old. She runs her business with full support from her family. The bakery has been registered under ‘Perbadanan Perusahaan Kecil dan Sederhana Malaysia (SME Corp. Malaysia)’ and actively participates in the programme organized by them.

2.2 Organizational Structure

KEDAI KEK DAN ROTI AISHAH (current organizational structure)



2.3 Product/Service

Pn. Aishah starts the business by producing a traditional cake which is '*bahulu*' that comes in variety of flavour, variety of cakes, cookies and some bread. They produce cakes and bread daily with limited number of production since they have short shelf life. They also accept order on making cake during special occasion or events such as wedding, engagement, birthday and also cup cake for goodies. After few years, the service on producing cakes and breads is no more available due to lack of staff upon demand. Pn. Aishah continue the business by producing '*bahulu*' as their main product that comes in five flavour which are chocolate, raisin, pandan, strawberry and original. Cookies will be produce on celebration such as Eid al-Fitr and Chinese New Year. There are variety of cookies such as Almond London, Almond snow, Pineapple Tart, and popular during Chinese New Year is Bangkit cookies. As for cakes, they still accept order from family members and close contact on special event. After some time, they starts to add some products that are more long lasting compared to bread and cakes which are traditional cookies named '*peneram*', '*kuih layang*' (sweet,spicy) and some chips such as banana chips, '*rempeyek*', and '*pagoda*'. Apart from that, they also add on selling fruit tart. This tart are made upon order.

2.4 Business, Marketing, Operational Strategy

Business strategy:

- **Cost leadership management :**

As a lowest cost provider of the products. This explains that the bakery is producing their goods in large quantity so that they can save money by purchasing ingredients in vast quantity.

- **Differentiation:**

It is a non-price strategy that attract customer with value-adding features instead of lowering the price such as using good quality ingredients and develop special recipes.