



اَوْبُوْرُ سَيِّدِي تَيْكُوْلُوْ كِي مَبَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA

**PRINCIPLES OF ENTREPRENEURSHIP
 (ENT530)**

**WRITTEN REPORT CASE STUDY OF:
 PASTRYFEEL SDN BHD**



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EXECUTIVE SUMMARY

In this case study, we are able to study in one of the high rise bakery shop in Klang Vally. To be precise in Jalan Sungai Udang, Klang, Selangor. It is known as Pastryfeel. This bakery are mainly a family business which are owned by a young entrepreneur Raja Mariah Jameelah-Raja Badri Shah. This bakery are specialize in fine dessert which the customer can also costumed according to their desire. The company are started as an online business that evolved into real shop after 2 year in the business.

Base from the information that we have gain during the interview, we have conclude the finding that may be concerned and also realized the owner and that is involving staffing issues, operation and cleanliness and financial management. For that are some recommendation that can be applied to the bakery that include branding, class and tutorial, environment, promotion and display.

During that period there are bound to face problem and difficulty event till today. However, they manage to produce products with high quality. Just as with the retail portion of the business, the products in the wholesale are made with quality ingredients and properly prepared. The marketing strategy that they execute include products, price, place, and promotion. The pastry business is extremely seasonal.

As they believed *“Baked goods are perishable inventory so if you don't sell the bread today, it has to be marked down tomorrow.”*

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

All Universiti Teknologi Mara (UiTM) students who taking Bachelor level compulsory to take entrepreneurship course that subject to ENT 530 – Principles of Entrepreneurship. The important of this course is to give guideline and expose students to the business field and more understanding about the orientation of business need. In this course, students will lead and conducting case study for any business or company selected. For the case study, students are required to interview the company or business selected by students and get to know their problems that facing by business owner. In addition, students need to analyze the problem and provide better solution and recommendation for any problem that business owner have.

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The outcome of this case study is student will be more understand, improve the development skills and will be more intelligence to conducting business. Thus, case study is the good medium to teach students on how to find a good solution to solve problems in order to achieve company or business goals.

The case study was conducted to Pastryfeel, which is company that provide and supply variety of cake and the dessert.

1.2 PROBLEM STATEMENT

As a business person, we always over looked many problems in our business and it inclusive Pastryfeel business too. Based on our interviews with the young business owner, we found problems that can affect company image and profit. It has been assumed that Pastryfeel facing a less strategic location problem. The area is quite far and a limitation of parking area can affect profit and business growth. In additional, to branding the product usually needs a huge cost such as to rental a strategic location shop lot or appoint a designer to design a good television advertisement in order to let people know about the business details.