

51397



اَوَّلُ سُنِّيَةٍ تَكُونُ لَوَكِنِّ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# KEDAI KEK SHAH ALAM

No 1-8-20, Pusat Beli-Belah Ole Ole, No 7, Jalan Pinang A18/A, Seksyen 18, 40200 Shah Alam, Selangor

## COMPANY ANALYSIS

### KEDAI KEK SHAH ALAM

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY & PROGRAMME : FACULTY OF CHEMICAL ENGINEERING**

**SEMESTER : 7**

**PROJECT TITLE : CASE STUDY OF KEDAI KEK SHAH ALAM**

**GROUP MEMBERS : Muhammad Ghazali Bin Kasim (2016239052)**  
**Muhammad Ikmal Bin Juhari (2016249892)**  
**Muizzuddin Bin Jailani (2016239062)**  
**Nurul Liyana Binti Rahman (2016238996)**  
**Kamalina Azyyati Binti Kamaruzaman**  
**(2016250006)**

**LECTURER : PUAN ZANARIAH BINTI ZAINAL ABIDIN**

- english - poor

B+M - 73

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim.....

In the name of Allah, the Most Gracious and the Most Merciful

Alhamdulillah, all praises to Allah S.W.T, our creator. We are so blessed that we have managed to put an end to our case study report successfully with Allah's blessings. We would like to thank Him for giving us good health to finish this task.

Special appreciation to Encik Mior Ashraf bin Norul Bashah, the owner of KEDAI KEK SHAH ALAM for giving this opportunity and valuable experience regarding to our course. We would like to express our gratitude to him for sharing a few information about his business and a lot of valuable knowledge about entrepreneurship. We also would like to thank Madam Zanariah binti Zainal Abidin, our lecturer for Technology Entrepreneurship (ENT 600) on giving us a lot of knowledge and extensive guidance regarding many practical issues when we are try to finish our report successfully.

Next, thank you to our faculty, Chemical Engineering, UiTM Shah Alam, for giving the students majoring in Bachelor in Chemical Engineering, such a huge opportunity to enhance our skills and abilities through this course.

Last but not least, our deepest gratitude goes to our beloved parents, family and friends who always support us and for their endless love, prayers and encouragement. Thank you.

## **TABLE OF CONTENT**

	<b>PAGE</b>
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	vi
<b>1. INTRODUCTION</b>	
1.1 Background of the Study	1
1.2 Problem Statement	1
1.3 Purpose of the Study	1
<b>2. COMPANY INFORMATION</b>	
2.1 Background	2
2.2 Organizational Structure	3
2.3 Products/Services	4-6
2.4 Technology	
2.5 Business, marketing, operational strategy	7
2.6 Financial achievements	8
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT	9-10
3.2 Consumer Trend Canvas	11
<b>4. FINDINGS AND DISCUSSION</b>	<b>12</b>
<b>5. CONCLUSION</b>	<b>12</b>
<b>6. RECOMMENDATION AND IMPROVEMENT</b>	<b>13</b>
<b>7. REFERENCES</b>	<b>14</b>
<b>8. APPENDICES</b>	<b>15-16</b>

## **EXECUTIVE SUMMARY**

**KEDAI KEK SHAH ALAM** is a bakery located in the Ole-Ole Mall at SEKSYEN 18. The bakery sells variety of product line such as cakes and pastries. The bakery came out with the concept of low cost cake where they sells all their cakes with the affordable price as lowest as RM 20 for the whole cake. They also accepted some vendor or local entrepreneur and provided some space for them to sell their products. The cakes were produced at their factory at Cheras, Kuala Lumpur and then were sold at the bakery.

## 1.0 INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

KEDAI KEK SHAH ALAM is a bakery shop sells cakes and pastries at low prices. Our team want to find out the technologies used to bake or make the cake. Then, the strategies used by the bakery as they managed to sell an average about 70-80 cakes per day. As the cakes were supplied from their factory at Cheras, Kuala Lumpur we also want to know the Standard Operating Procedure (SOP) followed by the factory.

### 1.2 PROBLEM STATEMENT

KEDAI KEK SHAH ALAM is one of the bakery shop that should be known as they are selling a cake as lowest as RM 20 which is can be afford by all type of people. This shop having varieties of cake with delicious taste comparable with others shop such as Secret Recipe, Berry's Cake House and etc. Bakery shop with a good taste and lowest price make it more preferable by all people thus increasing demand on number and design of cake itself. However, they are apparently lack of employees to manage their shop. They are also a customer who is request on customized cakes especially on birthday cakes for their children. In fact, this bakery shop have limited employee and do not have better technology for designing a cake make it took a long time to prepare these type of cake.

### 1.3 PURPOSE OF STUDY

The purpose of the case study are:

- To identify the technologies used in making the cake at KEDAI KEK SHAH ALAM
- To study the market strategy of the bakery as their concept is selling cake at lower price