



اوتنو سيني تيكنولوغي مابارا
UNIVERSITI
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COMPANY ANALYSIS

DRIPPING DRIZZLES

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PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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ii - ACKNOWLEDGEMENT

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iii - EXECUTIVE SUMMARY

Dripping Drizzles is incorporated in the Cheras District, Selangor Darul Ehsan. It is a mouth-watering, finger-licking home-made bakery and pastry places. The purpose of the study is to analyze the current operation of Dripping Drizzles by identify and analyze issue or problem related to Dripping Drizzles. Then to come out with long term and short term solution and recommendation for the identified issues or problem arise.

So, after the interview session is done between the owner of this company, we found that there is two (2) major issue or problem faced by Dripping Drizzles is about their delivery process and limited space to keep the stock. The proposed solution to overcome the issue, we found that Mrs. Roslinda Hassan can appoint any agents outside of Cheras area to make sure the product can be sell out at any others region, to come out with special box which stable and can keep the product in cold temperature and lastly is to work together with any shipping companies that more advance where they also can deliver food or work together with any application of food delivery.

For second issues on limited space to keep the stock we suggest on collaborating with any supplier who can negotiate and allowed her to still buy the ingredients in bulk with cheaper price and to keep the stock for them as the stock will be collect when Mrs. Roslinda Hassan need to use in her baking process or to top-up stock in current storage which located in her bakery.

The recommendation and improvement for this business for short term is to buy advertising ads to make the name of company be recognizing among dessert lover and find potential agents from every state who are interested and committed in promoting their products at the other area and indirectly the product can be recognized by potential buyers outside the region to expand the business. Besides that, the company may sell the cakes to the local restaurant as they mostly do not handle baking on site. They need to find out what is the best solution they can come up with to solve the delivery issue, this happened because of the condition of the products that is easily to damaged, they must create or find a box that suitable for the runner to deliver the products without any damages or any issues that may cause for the product cannot be delivered to customer in a good condition.

For the long term improvement, what we can recommend to the company is do the baking for the special occasion such as wedding and birthday parties. They also can approach to the catering companies, event organizer or what's become trend and popular nowadays is surprise event planner where they are usually become the middle men who organize surprise events for example birthday celebration, anniversary celebration and more. Dripping Drizzles may take part with partnering and provide desserts for the events. To sustain the business, they need to find out what their business strengths and focus more on identifying weaknesses and threats that could be the cause of these problems. They also need to be active and are always looking for opportunities to market their product.