



اَوْبُو سَيْيَقِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS 'NUR MAI FANTASTIC TRADING'

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME	BUSINESS ADMINISTRATION HUMAN RESOURCES
SEMESTER	4
PROJECT TITLE	CASE STUDY: COMPANY ANALYSIS 'NUR MAI FANTASTIC TRADING'
GROUP MEMBER	1) NORHIDAYAH BINTI NOR AZLAN (2019207984) 2) FATIN ATHIRAH BINTI MAT ISA (2019406722) 3) NUR FARHANA BINTI MA'SOAD (2019415854) 4) DANIA QISTINA BINTI AZMAN (2019257604)
GROUP/CLASS	BA 243 4A
LECTURER	MADAM NOORAIN BINTI MOHD NORDIN

TABLE OF CONTENTS

FRONT PAGE.....	i
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENTS.....	iii
LIST OF FIGURES.....	iv
LIST OF TABLES.....	iv
EXECUTIVE SUMMARY	v
1.0 INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Purpose of The Study.....	2
2.0 COMPANY INFORMATION	3
2.1 Background Company.....	3
2.2 Organizational Structure.....	5
2.3 Products/Services.....	6
2.4 Business, Marketing, Operational Strategy.....	8
2.4.2 Marketing Strategy.....	9
2.4.3 Operational Strategy.....	11
2.5 Financial Achievements.....	12
3.0 COMPANY ANALYSIS	13
3.1 Swot Analysis.....	13
4.0 FINDINGS AND DISCUSSION	18
4.1 Problem.....	18
4.2 Solution.....	19
5.0 CONCLUSION	21
6.0 REFERENCES	22
7.0 APPENDICES	23

EXECUTIVE SUMMARY

Nur Mai Fantastic Trading is a home bakery founded by Nur Maisarah Binti Nasb in 2012. Batu Kikir was chosen as Nur Maisarah's home bakery because it is one of Negeri Sembilan's most strategic places. Her business became one of the best and most well-known bakeries in Negeri Sembilan as a factor of its strategic location. Nur Mai Fantastic Trading offers a food-based product, and there are at least seven types of different food that they offer at an affordable price, including brownies, bread buns, cookies, cream puffs, and cheese tarts. Brownies were their major product. They sold cookies such as semperit and sweet cookies during the Hari Raya Festival, which are exclusively accessible during Hari Raya.

Nur Mai Fantastic Trading promotes its business using social media channels such as Instagram and WhatsApp. They've been updating their social media products every two days. There are numerous benefits to using social media, one of which is that it may attract people's attention to purchase their cookies and brownies.

The owner, who is also a chef, has taken the initiative to attend training once every six months. Its purpose is to assist the business in having a diverse menu. The training has also aided the owner in enhancing and broadening her or her knowledge of the bakery industry. The high taste and high quality of products have always been their main strategy to retain their customers. The goal is to grow her business in the future to help more people by providing more jobs.

1.0 INTRODUCTION

1.1 Background of the Study

Principle of Entrepreneurship (ENT 530) is one of the elective subjects needed to be taken by aal UiTM students. ENT530 gives students exposure to business orientation. In this subject, students have to conduct a case study on a business or a company.

In this case study, students are required to analyse SWOT and identify the problems that are faced by the business. Entrepreneurship education aims to provide students with the information, skills, and drive needed to succeed as entrepreneurs in various situations. Entrepreneurship education is available at all levels of education, from elementary through secondary schools to graduate university programs.

Students will have a better understanding of how businesses operate as a result of this case study. As a result, this case study is an effective tool for teaching students how to solve issues. Nur Mai Fantastic Trading, a Food & Beverage centered firm, was the subject of the case study. Our organisation is interested in learning more about the issues that this company is facing.

Management education focuses on the best method to run existing hierarchies, whereas entrepreneurship education focuses on developing talents or qualities that enable the realisation of opportunity. Both methods share a desire to make a "profit," which in non-profit organisations or Government might take the shape of more services, lower costs, or better responsiveness to the customer, citizen, or client.

1.2 Purpose of The Study

An entrepreneur is someone who makes a profit by starting and running a business. Everyone has their reasons for becoming an entrepreneur. Most individuals do it to increase their income while working, whereas others do it to achieve self-actualization. An entrepreneur creates prosperity for the employees by giving them jobs opportunities. They usually open a business with an innovative idea, such as offering the best quality goods at a low price, so that consumers may save money while also still getting the greatest product. This method can assist a corporation in helping to develop a country economically. Entrepreneurship also emphasized the acquisition of knowledge, skills, and an understanding of how a new and unique idea works. Aside from that, various educational institutions and governments have included entrepreneur courses in their programs. This technique can assist students in learning how to be entrepreneurs by enhancing their abilities.

Entrepreneurship education is being applied in a variety of situations to accomplish a variety of goals. Entrepreneurship education enables students to identify and capitalize on financial possibilities. As a consequence, compared to traditionally hired workers, there is more individual satisfaction. As we all know, the overall unemployment rate in our country is increasing steadily. Entrepreneur education also enables people to strengthen their self-discipline, as business requires a high level of risk-taking. People who have received this training program are better able to spot opportunities and drive organizational innovation. They not only create profit through their business activities, but they also increase employment and the foundations for a successful employee. The presence of business in our lives teaches us how to make income without being limited to the scope of existing marketplaces. The entrepreneur's upgrading of products and technology allows them to build new markets and profit