



ENT 300

(CASE STUDY ENT 300)

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CASE STUDY

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EXECUTIVE SUMMARY

The product of cintaku pastry has successfully created and established the company Cintaku pastry (cake) with the identity of cakes that have various local flavors so that the increase in the value of the company is increasing because it can make cintaku pastry (cake shop) known throughout Malaysia. The marketing manager at cintaku pastry company is Ayu Asyikin Mat Nor. She has also stated that cintaku pastry, which is cake and bakery, was introduced in 1999 and in the beginning, cintaku pastry was only to be a company that gave birth to an industry that continues to develop

This is an individual task where students must identify a company entrepreneur for a case study and to know or identify about the competencies of an entrepreneur personalized based on student preferences. Based on this case study that I chose, Ayu Asyikin Mat Nor I chose as an entrepreneur who will be evaluated based on its main characteristics and goals efficiency and determination of personal entrepreneurship. Therefore, her personal background will be shared to see how a woman entrepreneur Ayu Asyikin carved her path or experience to become a successful business women in the industry wither cakes and bread. With this, sees and acts on opportunities, persistence, commitment to work contract and self-confidence that is efficient in maintaining order and acting on something that happens such as obstacles that affect a company and also take steps to help other jobs. And the high quality of cake products are some of the issues that keep an entrepreneur thriving.

ENTREPRENEUR PROFILE



Company Name : Cintaku Pastry House

Cintaku pastry: was founded in 1999.

Company Registration No : 0890875X

**Nature of business : Baker and manufacturers
of and dealers in cakes
bread flour and biscuits
farinaceous compounds,
sweet confectionery and materials .**

Date Of Registration : 24/02/2010

Website : Cintakupastry_

Contact number : 09-7416318

Bank name : MAYBANK

State : KELANTAN

Cintaku Pastry started as a simple bakery in 1999. Cintaku Pastry is a bakery operating in Kota Bharu, Kelantan since 1999 at 3339-B Jalan Sultanah Zainab, Bandar Kota Bharu 15050 kota bharu kelantan. The objective of the establishment is to market cake and bread products throughout Malaysia. Guaranteed halal products of high quality and reasonable prices. We strive to deliver clean bread products , quality and fresh to everyone. Entrepreneurs Cintaku pastry is Ayu Asyikin Mat Nor . Cintaku pastry is also a cupcake shop with a variety of cakes flavours and famous cakes . Cintaku pastry there are also many branches in Kubang kerian , Jalan kelochoor , Jalan mahmood and pengkalan chepa Kota bharu .



OPPORTUNITY COMPETENCIES

Use a combination of cake patterns and cake decorations. In addition, improve the combination of "Cintaku pastry" cake ads to attract customers. Want to make a cake ad like (movement of ice for example melted chocolate pouring on the cake. Next, want to diversify the taste of the cake (various flavors). Continuing the development online (regularly posting ads on social media).

ORGANIZING COMPETENCIES

Requires companies to retain old customers, because they know about all the products and make sure customers keep buying. Cintaku pastry company makes promotions and special prices to customers. Give special prices to customers ahead of the festive days. Next, hold a cheap package or special pack especially for cake enthusiasts. Paste a cake advertisement in every corner of the store.

STRATEGIC COMPETENCIES

Cintaku pastry also wants to provide some flyers to customers so that they know more about the company's products and services. In addition, use various means of advertising such as advertisements on television, radio, newspapers, websites, facebook and some billboards. And also want to give commissions to buyers in stages. Ensure the freshness of the product is guaranteed by displaying the expiration date on the product. Prioritize product quality by using high quality raw materials.

RELATIONSHIP COMPETENCIES

Always have a line with other companies so that they can know about our efforts to progress. And there must be healthy competition with other companies. In addition, the sharing of recipes in the production of products.