



CASE STUDY

PN. SITI SABRINA BT SOBRI & MAMASAB INTERNATIONAL SDN BHD

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1. EXECUTIVE SUMMARY

This case study is important to assess the background of the founder and the company, the analysis of the company as well as the things that happen throughout the course of the business being run and the way the founders and the company solve problems. The case study was conducted with the purpose of research to find out more about who developed this Mamasab's Bakery. This study wants to know more about the types of food sold by Mamasab's Bakery and how marketing is carried out by the founders and the company. In this study, researchers can find out the types of strategies implemented by companies to gain consumer trust.

Besides, the business nature of its founder plays a very important role in educating employees to cultivate noble values. Good entrepreneurial nature in business, it can give a good impact and provide benefits to the company as well as customers. The hard work done by Mamasab's Bakery has made them famous for the products they sell other than other entrepreneurs. In this study the researcher used only secondary data obtained from internet sources. The researcher started this study after doing a web search that could be found on the relevant websites.

2. ENTREPRENEUR PROFILE

2.1 Entrepreneur background

Mamasab was founded by Pn. Siti Sabrina bt Sobri or more as the name Mama Sabrina @ MamaSab. Prior to venturing into the midwifery business, she was a former radiographer at a government hospital located in the Klang Valley. Mama Sabrina ran a business and bakery from her home in Klang, in 2015. At that time, Mama Sabrina started her business by learning many cake recipes through classes and just learning from youtube videos. This can show the earnest nature in Mama Sabrina in this field of business until it is successful to this day. Besides, Founder Mamasab is a joyful and “happy go lucky”.



Besides, although Mama Sabrina is a 'happy go lucky' but the founder of Mamasab's Bakery is very practical in educating employees to cultivate noble values. Good entrepreneurial nature in business, can give a good impact and benefit the company as well as customers. The hard work done by Mamasab's Bakery makes them famous for the products they sell apart from other entrepreneurs.

2.2 Background of business

This is as the researchers said a moment ago, Mama Sabrina ran a business and bakery from her home in Klang, in 2015. At that time, Mama Sabrina started her business by learning many cake recipes through classes and only learning from youtube videos. Initially, it was just a side business by making cakes from home in 2015. Later, she decided to quit his job in July 2016 to solve his loan debt problem, so she had to devote his full attention to running her cake business seriously to earn an income.



Besides, the company registered with the Companies Commission of Malaysia in 2016 as a sole proprietorship. On 27 January 2017, the company was named Sabrina Bakery Sdn. Bhd. On 25 September 2019, the company changed its name to Mamasab International Sdn. Bhd. With the aim of expanding its wings to the world stage. The company's initial operations focused only on cake and biscuit -based products. The first Mamasab branch was opened in Taman Sri Manja, Petaling Jaya and was followed by other branches including outside Selangor such as in Kuantan, Pahang, and Johor Bahru.

Next, Mamasab International Sdn. Bhd. Has opened 2 factories and 5 branches. Demand for its products is so high that sales records hit thousands of cakes in one day. The current capacity of the company is still unable to meet the demands of its customers throughout Malaysia.