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UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS

MOONCAKE HERITAGE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
FINANCE

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ACKNOWLEDGEMENT

In the name of Allah S.W.T

Many effort and time have been consumed in completing this group project. However, it would not have been possible without the kind support and help of many individuals. First of all, we would like to express our gratitude to Allah SWT for giving us this opportunity to finish up this assignment within the time given.

We would like to express our special thanks of gratitude to our lecturer of Principle of Entrepreneurship (ENT530), Madam Siti Zaitun Saddam for gave us this golden opportunity to settle down the assignment which called case study. By doing this we all are gotten to know how to handle the organization or run the business if we all are planning to establish our own businesses after we graduate from Universiti Teknologi Mara (UiTM) next year as this assignment involved problem solving. In addition, we also are really appreciated whenever madam guide us when we all are having difficulty to finish up this assignment.

Furthermore, we also would like to expand our deepest gratitude for each of the member who have directly and indirectly guided us in completing this assignment. Not only that, but all of the team members are also given fully cooperation whenever the task has been divided to each of us. The good cooperation and communication from each of the members are the key we all are able to finish this task given.

Next, we also would like to thanks to our dear classmates because each of the classmates are willing to guide us in case, we do not know how to proceed the assignment given despite our busy schedule for class, assignment, and personal matters.

Thank you.

Table of Contents

EXECUTIVE SUMMARY	3
1.0 INTRODUCTION.....	4
1.1 Background of the study	4
1.2 Purpose of Study	4
2.0 COMPANY INFORMATION	5
2.1 Company Background	5
2.2 Organizational Structure	5
2.3 Product/Services	6
2.4 Business, Marketing, Operational Strategy	6
2.5 Financial Achievements.....	7
3.0 COMPANY ANALYSIS	8
3.1 SWOT Analysis	8
4.0 FINDINGS AND DISCUSSION	10
5.0 CONCLUSION	13
REFERENCES.....	14
APPENDICES.....	15

List of Figures

FIGURE 1.1 BRANDING DEFINITION.....	10
FIGURE 1.2 1 MOONCAKE HERITAGE FACEBOOK PAGE.....	11
FIGURE 1.3 1 DEMANDS DEFINITION AND EXAMPLE	11

List of Tables

TABLE 2.2 1 ORGANIZATIONAL STRUCTURE.....	5
TABLE 2.5 1 TOTAL SALES OF MOONCAKE HERITAGE.....	7

EXECUTIVE SUMMARY

Mooncake Heritage is a business that sell a variety choice of mooncake. Mooncake is a traditional dessert in China. The common mooncake usually is non halal because it contains lard, but Mooncake Heritage offer a halal mooncake. Our mooncake is baked by professionals who are well versed in creating halal mooncake so that everyone can enjoy this traditional Chinese bakery.

Mooncake Heritage aim to offer its product slightly higher than competitive price to meet the expectation of the consumers. This price will be set to convince buyers that our goods are of good quality. Consumers will recognize that they have a better choice for receiving our goods.

The Company

Mooncake Heritage is a business that specialize in selling mooncake. Our bakery is located in Selangor and we have a few franchise in the shopping mall.

Product and Services

Mooncake Heritage offer variety of types of mooncake and different flavor of fillings, so consumer can choose which flavors suit their taste. Our product is also available for re-selling.

Competitive Strategy

Mooncake Heritage will be providing baked products made from high quality and 100% from halal ingredients. We will make sure our product is unique and have an amazing taste. The recipe is from owner's late mother-in-law and she was a Chinese Muslim convert. We took care of our product quality very seriously. As a differentiated product and service provider, Mooncake Heritage will be stand out from any other competitors.

1.0 INTRODUCTION

1.1 Background of the study

First of all, the title of the task given to our class is case study company analysis where it must be submitted in week 9 for this semester. The assignment is basically in grouping task. The task is according to the subject we took for this semester which is principal of entrepreneurship (ENT530) that required us to conduct an interview with small company or organization that still running their business, but it must be already registered their company with Suruhanjaya Syarikat Malaysia or in English we call as companies Commission of Malaysia. As to finish the task given, we had conducted an interview with Miss Farah Nabilah which the owner of the DapurCikFarah that selling Mooncake Heritage.

1.2 Purpose of Study

There are a few purposes for this case study which is the first one is to find out what is the background of the company that we have chosen to be interview with. Secondly, to find out what is the product of services and how many products and services include in their businesses where it was created in order to fulfill the customer needs and want. In addition, the case study also to know how the company is practices their businesses marketing an operation strategy in order to attract potential customers and to keep the loyalty of customers with their products. We also use the SWOT analysis based on interviews that have been conduct with the Miss Farah Nabilah to list out the major problems regarding the job regarding the Mooncake Heritage when they are running their business operations and give the best solution for every major problem that occur in their business.