



اوتو ارستيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

DIPLOMA IN BANKING
FUNDAMENTAL OF ENTERPRENEURSHIP
(ENT300)

INDIVIDUAL CASE STUDY : SWEET
GARDEN BAKERY



PREPARED FOR : PN NUR HAZELIN BINTI MAT RUSOK

PREPARED BY : AMMAR ZAKUAN BIN ASBOLFADZILLAH

MATRIC NO : 2018295336

GROUP : D1 BA119 5H

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1.0 ACKNOWLEDGEMENT

In performing my assignment, I had to take the help and guideline of some respected persons, who deserve my greatest gratitude. The completion of this assignment gives me much pleasure. I would like to show my gratitude to Madam Nur Hazelin Binti Mat Rusok, my lecturer for the subject ENT300 Fundamental of Entrepreneur, Universiti Teknologi MARA, Campus Machang Kelantan for giving to me a good guideline for assignment throughout numerous consultations. I would also like to expand my deepest gratitude to all those who have directly and indirectly guided me in writing this assignment.

Many people, especially my classmates, have made valuable comment suggestions on this proposal which inspired me to improve my assignment. I would like to thank all the people for their help directly and indirectly to complete my assignment.

I would like to thank my parents, whose love and guidance are with me in whatever I pursue. They are the ultimate role models.

Thank you.

2.0 EXECUTIVE SUMMARY

Sweet Garden Bakery is a new partnership in the production of Sans Sucre Cake. Sweet Garden Bakery is committed to producing healthy cake for consumer in this country. The company believes that the products produced can attract more customer because of this product are different from existing recipes or product and also because people always want to try something new. This business is not focused on specific individuals because the products are made by using stevia. Stevia is often touted as a safe and healthy sugar substitute that can sweeten up foods without the negative health effects linked to refined sugar. It's also associated with several impressive health benefits, such as reduced calorie intake, blood sugar levels and risk of cavities. Thus, the product can be eaten by everyone regardless of their age since it produce from healthy ingredients. Sweet Garden Bakery is made up of three partners: general manager, marketing manager, and finance manager. All partner have been selected based on their expertise which facilitates the process of setting up the company and helping to maintain the company's feasibility. As a newcomer in the market, Sweet Garden Bakery strives to reach the targets by taking into consideration customer satisfaction as customers are a huge asset to this business. Sweet Garden Bakery will try to produce the product in the best possible way according to customer needs and wants.

3.0 INTRODUCTION

Based on the case study, I need to find a one company that their sales not exceed RM500 000 in a year. So, I decided to choose The Sweet Garden Bakery located at 422, Jalan Kamunting, Taman Saujana, 34600 Kamunting, Negeri Perak to evaluate the business performance and try to get much information through personal interview with manager and staff.

During study case, I should choose one small and medium enterprise (SMEs) in Malaysia. Company that selected must be registered with Companies Commission Of Malaysia (Suruhanjaya Syarikat Malaysia or SSM) there are individual task that involve in this study case which are me, Ammar Zakuan Bin Asbolfadzillah. In order to collect all the information that I need, so that I need to interview the owner to get an information that we want. As a result, I decide to choose The Sweet Garden Bakery the reason why I choose this local product business because I want to know on how they manage their business. The Sweet Garden Bakery previously operated under the name of The Sweet Garden Bakery. The Sweet Garden Bakery in the owner of Sweet Garden Bakery brand of food product especially for cake and bakery.

For the objective of the case study case is to access application on theories and concepts learned in lecture to real life situation. Through the case study, students would be capable to improve problem resolving and decision-making skills