



اَبُو سَيِّدِي تَبَكُّوْا لِيْ كَيْفَ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ART AND DESIGN  
MARA UNIVERSITY TECHNOLOGY  
CAMPUS PUNCAK ALAM**



**ENT 530**

**PRINCIPLES OF ENTREPRENEURSHIP**

**ASSIGNMENT:**

**CASE STUDY: COMPANY ANALYSIS**

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## **TABLE OF CONTENT**

<b>1.0 ACKNOWLEDGEMENT.....</b>	<b>3</b>
<b>2.0 EXECUTIVE SUMMARY .....</b>	<b>4</b>
<b>3.0 COMPANY BACKGROUND .....</b>	<b>6</b>
<b>4.0 COMPANY ANALYSIS .....</b>	<b>12</b>
<b>5.0 FINDING &amp; ANALYSIS.....</b>	<b>17</b>
<b>6.0 CONCLUSION .....</b>	<b>21</b>
<b>7.0 REFERENCES.....</b>	<b>22</b>
<b>8.0 APPENDICES.....</b>	<b>23</b>

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Last, but definitely not the least, we would love to give thanks to each other for being supportive and playing our role respectively. Our joint contribution leads to the success of this project in the end. Thank you for the long conversation and wise ideation.

## 2.0 EXECUTIVE SUMMARY

### Overview —

Sya Cakery was founded by Nur Syafiqah Afendi in September 2019.

The business operates in Bagan Serai, Perak. It offers a variety of homemade desserts.

### Business Structure—

Sole Proprietorship Business Structure, One Person Ownership

### Business Operations and Marketing Technique—

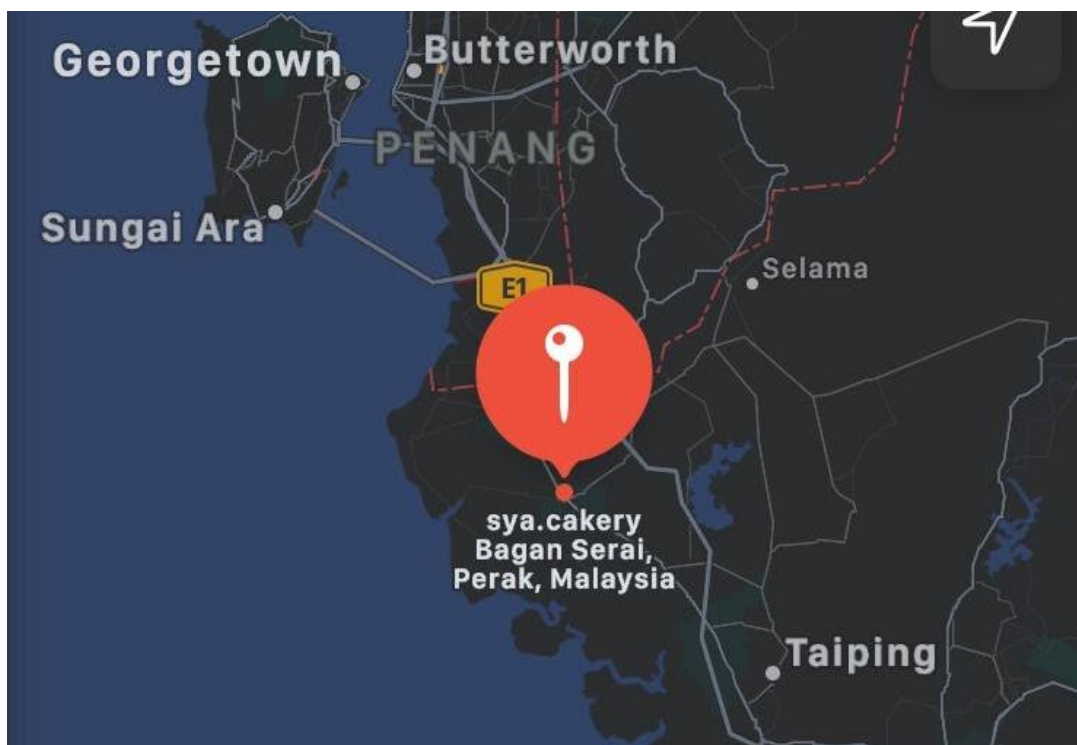
Business Operations	Marketing Technique
Strategy and Direction	Instagram Feed
Planning and Budgeting	Instagram Ads
Marketing and Communication	Social Media Networking
Finance and Bookkeeping	Ecommerce (Shopee)
Product Improvement	

	Position	Task and Responsibilities
Sya Cakery	Nur Syafiqah binti Afendi (Business Owner)	<ul style="list-style-type: none"><li>• Calculate all the stocks.</li><li>• Ensure that the working areas are always tidy.</li><li>• Control all the incoming stocks.</li><li>• Ensure customers' satisfaction.</li><li>• Bank in the money sales to the bank account.</li><li>• Serve customers with the best product and service.</li><li>• Receive payment from the customers.</li><li>• Issue receipts, refunds, credits to the customers.</li></ul>

### 3.0 COMPANY BACKGROUND

#### 3.1 Sya Cakery Background

Sya Cakery was established in September 2019 by Nur Syafiqah Afendi. Nur Syafiqah's inspiration to start on her journey with Sya Cakery was from her family and her close friends' support, as well as other young entrepreneurs. Sya Cakery operates in Bagan Serai, Perak. Sya Cakery sells a variety of homemade desserts with high demand products from customers such as brownies, cheese tarts, cream puffs and cakes.



—Sya Cakery in Bagan Serai, Perak