



CASE STUDY: COMPANY ANALYSIS

Dolcé (Melted Cadbury Cookies)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

Dolcé is a small business that is owned by a young entrepreneur. Dolcé is focusing on selling Melted Cadbury Cookies for cookie lovers where its goal is to introduce affordable and delicious cookies with premium ingredients that could be enjoyed and eaten by everyone. Dolcé produces a cookie that can make all their customers afford to buy their cookies with an affordable price. Due to MCO, Dolcé also gives opportunities to everyone, especially young people to make side income by being a part of Dolcé business. To make sure the business runs and operates smoothly, Dolcé always implements business, marketing, and operational strategies to achieve their business objectives and the goals.

Throughout the operation of Dolcé business, they are also facing several major problems and challenges to conducting their business as well. However, they never gave up to pursue this business at a higher level because Dolcé believes that all the problems and challenges need to be listed out so that they know how to overcome the solution from those problems and challenges. Dolcé also uses the various platforms to advertise their product in order to ensure their Melted Cadbury Cookies will be at par with other competitors and the external market. The management of Dolcé is not only sought for profit, but they also consider the long-term of the business.

1. INTRODUCTION

1.1 Background Of The Study

The background of the study Principle of Entrepreneurship (ENT 530) is one of the elective subjects that give and provide students with guidance and experience about the business orientation. In this subject, students are required to choose any business that relates to conduct a case study and need to interview one business in order to get and know about the problems and challenges that the business is facing. The students must then analyse the problem and list out the solutions to overcome any problems that the business encountered.

This case study will benefit students greatly because it will expose students on how the business is run and operating, as well as give and inspire the students about the ideas, knowledge, and skill on how to be more creative in conducting the business operation. Furthermore, this case study can serve as a platform for students to learn about problem solving in business in order to provide opportunities for students who are interested in creating and starting up business ideas and developing their own ventures.

1.2 Purpose Of The Study

The purpose of the study Principle of Entrepreneurship (ENT 530) is to provide students with an understanding of how production really works in the real business world. From this purpose and approach, students will gain a better understanding of the concept in the business such as customer insight, market needs, recognize business opportunities, weaknesses and strengths, organizational structure, problems and solutions that are faced by the businesses.

Besides, this case study was conducted to analyze and research the fundamental aspect of successful entrepreneurs on how they manage and operate their business as well as to identify the difficulties that the business might encounter. It is also carried out in order to learn alternative ways and discover the potential solutions to solve the problems in the business. The information and ideas found from this study can help the students to know the ups and downs of owning a business.

2. COMPANY INFORMATION

2.1 Background

Dolcé is a pastry business that is owned by Nur Hanim Binti Amran. Dolcés began and started its operation in August 2020 based in the Selangor area. Initially, the Dolcé started with the owner giving away her cookies to her families and friends since she likes to bake, later on both of the family and friends encouraged her to sell the cookies. Since baking is one of Hanim's passions, she decided to take it into another challenge by creating a business for her passion. After that she started taking orders and named her business with the brand as Dolcé. Recently, Dolcé has produced 200-300 jars of cookies per week compared to the beginning of its business which only produced 30 jars. The vision of the Dolcé is to ensure the quality and taste of the cookies product in meeting satisfaction from customers. The mission of the Dolcé is to give a job and opportunities to help others to be a part in the business of Dolcé such as team part timer in production, marketing executive that can give side incomes to others.

2.2 Organizational Structure

