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UNIVERSITI  
TEKNOLOGI  
MARA

**SUBJECT**

ENT 300: FUNDAMENTAL OF ENTREPRENEURSHIP

**CASE STUDY**

SMILING ORCHID BAKERY AND CAKE



<b><u>NAME</u></b>	<b><u>MATRIC CARD NUMBER</u></b>
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**CLASS**

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## **EXECUTIVE SUMMARY**

Regarding to fulfil Fundamental of Entrepreneurship course requirement, I need to carry out a case study. In a case study, I need to collect all information about a company to complete a study case, so I decided to contact the manager of Smiling Orchid Bakery & cake who is Mister Alia Zainal which is manager of the company to do some of interview session with me. At the end of the case study, we managed to get a lot of new knowledge about businesses in the real world. Smiling Orchid Bakery & Cake are business that sells cakes and pastry in Tanah Merah, Kelantan. During the interview session with manager of smiling orchid Bakery & cake, we have know many information about the company which is the owner of this company is Mr So Yu Cheng. Therefore, we also know the location of this company at 473, Jalan Dato Nik Mustapha 17500, Tanah Merah, Kelantan. While their factory address at Lot 6750, Jalan Jedok 17500, Tanah Merah, Kelantan.

The business's main competitor is Secret Recipe who is a household name in the bakery industry. The business make up the competition by selling their products at a more affordable price for all the community. The company also promote their business and products through advertisement in the Social Media such as Facebook where they updates any discounts and promotion to their customers. The company's vision is they aim to create a new product every year so that their customer's would not be bored of the same products. Their mission is to create a bakery that will provide best quality baked goods on site and also providing training classes to those interested to learn cake and pastry baking. They wish to be a well known pastry shop in Kelantan.

Smiling Orchid Bakery and Cake expects to catch the interest of regular loyal customer base with its special variety of bun and cakes. This company plans to build a strong market position in the town, due to the mild competitive climate in the area. Smiling Orchid Bakery and Cake aims to offer its product at a competitive price to meet the demand of the middle-to higher-income local market area residents. This bakery is fully owned by Mr. So Yu Cheng. He hired a total of 10 employees (including cafe and factory) and also always welcoming part timer to work at his bakery, cafe and factory. In term of products, this bakery provides freshly prepared bakery and pastry products at all times during business operations. Four to six moderate batches of bakery products are prepared during the day to assure fresh baked goods are always available.

## **INTRODUCTION OF ENTREPRENEURSHIP**

<b>Name of the owner</b>	Kenny So Yu Cheng
<b>Age</b>	40 years old
<b>Position</b>	Founder at Smiling Orchid Bakery and Cake
<b>Address</b>	473 Jalan Dato Nik Mustapha, 17500 Tanah Merah, Kelantan
<b>Date of birth</b>	24 January 1980
<b>Telephone Number</b>	011-29332617
<b>Nation</b>	Chinese
<b>Religion</b>	Buddha
<b>Email</b>	Soyucheng80@gmail.com
<b>Education background</b>	The entrepreneur study until diploma in computer programming in UiTM Machang. He also start to love in industry of making cakes and desert because he father is chef in he own restaurant.
<b>Working and business experienced</b>	In 1997, he got the experiences in working and business since he was 17 years old after taking SPM result at cafe in Tanah Merah.

Entrepreneur education seeks to provide student with the knowledge, skills and motivation to encourage entrepreneur in a variety of settings. Variation of entrepreneurship education are offered at all level of schooling from primary or secondary school and also in university programs. Entrepreneur education focused on the development of skills or attributed that enable the realization of opportunity.

In this project, we make a case study on a company to know about their financial, operation and management. We can learn about a company in real life, the nature of the company and the challenge the company has to face. In this case it helps us to improve our knowledge in doing business plan later. In conclusion, this project is good to the student as they study about the business in their life. Also, we can go and see the production of the company. It is a good experience to us.

In this case study, I want to tell about a one entrepreneur profile which is So Yu Cheng is the owner of Smiling Orchid Bakery & cake at Tanah Merah, Kelantan. He was born on 24 January 1980 in Kota Bharu, Kelantan. He also motivate entrepreneur working hard for his business to make his cafe well known in Kelantan. The company is located at 473 Jalan Dato Nik Mustapha, 17500 Tanah Merah, Kelantan. He started the company when he was 23 Years old.

He decided to open his own business after study until diploma in computer programming from UiTM Machang. He also start to love in industry of making cakes and desert because he father is chef in he own restaurant. Before he decided to open his own business, he got the experience around In 1997, he got the experiences in working and business since he was 17 years old after taking SPM result at cafe in Tanah Merah.