



اَبُو سَيِّدِي تَيْكُو لَوِي كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
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**FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT300)**

**CASE STUDY**

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## **1.0 EXECUTIVE SUMMARY**

Entrepreneurs are individuals who actively form or lead their own business and nurture them for growth and prosperity. Regarding to complete our second assessment for ENT300 we have to carry out the report about business enterprise and with the new innovation product. The business role model that we choose is Disney Love Enterprise. Innovation product that we choose is par-baking. This purpose of this report is to find what the suitable innovation that we can create to fulfill the need and want of the customers and to make sure the business is successful. An array of studies has shown a positive relationship between the new innovation and the need of the customers. This report follows the understanding that entrepreneurs must be creative to make innovation for the new product to meet customers demand and this is also one of the important criteria to be an excellent entrepreneur especially where it is looking for viewed as the willingness of an entrepreneurial behaviors.

## **2.0 INTRODUCTIONS**

Diney Lover Enterprise started their beginning in bakery industry in 2014 and register their business one year after that in 2015. Sources of started with capital RM5000 to buy equipment and raw material with expected revenue RM2500 every month and about RM24000 every years. Diney Lover Enterprise is one organization that provide product and services in bakery field. Their shop is located at Pasir Gudang, Johor. There are many product that they from the traditional cake until the modern cake such as Seri Ayu, Bomboloni, cheese tart and many more

In the business field the entrepreneur should always come up with new idea and innovation to stay compete with other competitor. So we decided to make innovation in our bread. We notice that many problem face the people due to the pandemic covid-19, people did not have brave to go out from their resident to get the food. So we make decision to produce the bread that can be frozen. This innovation we called as par- baking bread, the bread we bake without finishing but remove to cool down then the bread can completing later. Customers can buy our product and bake at home .The customer only have to bake the bread 15 minutes with the temperature 175° and then they can eat fresh bake bread at home. In addition, this bread also have long lasting and this will meet customer demand. Besides that, Nowadays customer not only want bread that long lasting but also healthy. So we make innovation and use organic ingredient to make sure our product not only long lasting but also healthy. To make the bread healthy and nutrition Diney Lover Enterprise used whole wheat flour because in the whole wheat flour has all important ingredient which is bran, germ and endosperm. This item will provide all the fiber, vitamin B, iron, zinc, and magnesium. We also decided to use honey to minimum the sugar because honey is less bad than sugar for diabetics. As we knew that honey not only contains some nutrient but also high quality honey is rich in antioxidants that can reduced risk of heart attack, strokes and some of cancer. We also use. We also use a special ingredient to place common jam to the fig jam that have many good nutrition such as give the energy, vitamin, mineral and with the low fat. So this is also one of the our special recipes

## VISION, MISSION AND OBJECTIVE

### Mission

- We strive to provide delicious and quality baked good for our customers at an affordable price
- We want to deliver excellent customers service and delightful baked hoods that encourages our customers to keep coming back for more and enjoy their time while having the our product.
- We partner with the customers toward a healthier lifestyles and lead the food industry in a more beneficial snack alternative that support livelihood.

### Vision

- Diniey Lower Enterprise aims to offer high quality bakery products at a competitive price to meet the demand to every from the lower income, middle income and also high income
- Diniey lover aim to be one of the prime pastry and cake shop with its remarkable and delicious cakes bread and pastries in town.

### Objective

- To be leading a reputable bakery
- The provide the high quality product with the reasonable price
- To be competitive in the market
- To be one of business that can help the people by providing the job