



اَوْنِيُوْزِيْتِي تِيكُوْ لُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## CASE STUDY: COMPANY ANALYSIS

### YUZIE BAKERY

#### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

**FACULTY & PROGRAMME** : FACULTY BUSINESS AND MANAGEMENT  
**GROUP** : BA243 4B  
**SEMESTER** : 4  
**PROJECT TITLE** : CASE STUDY  
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## **EXECUTIVE SUMMARY**

Yuzie Bakery was founded by Puan Roziah Binti Salleh. This company operates at the address No3, Jalan Perwira 6, Bandar Tenggara, Kulai Johor. This company was established around 13 years ago and registered with the Companies Commission of Malaysia under the Business Registration Act 1957. The company operates from 8 am to 4 pm. The company also supply their products to other companies in Melaka and Johor Bahru.

Furthermore, Yuzie Bakery focused on producing frozen food mini bun sausage, various cake and cookies. In terms of employees, the company have hired six employees that will help to run the business. The company divided the tasks to their employees such as monitor the store, bake the cakes and cookies, produce frozen food, and in charge to manage the inventories of the products. Thus, it made the business becomes more effectives and efficient.

Additionally, Yuzie Bakery offers outstanding and friendly service. Customers can get the company's products at an affordable price. This is because the company feel that providing outstanding service and food will be the most essential financial success factor. This is also related to the company's efforts to improve its reputation by ensuring that their customers are satisfied. As a result, the company's growth will be enhanced.

Moreover, Yuzie Bakery promote their products by using social media such as Facebook, WhatsApp and Instagram as their main platform. The purpose of the advertisement is to introduce the company's products to the customers. This is because customers are mainly their own regular customers. The company will be able to promote their products and gain more customers by using the social media platform.

Every company will face numerous challenges and problems in running their business. Yuzie Bakery is in a similar situation, as they are experiencing a number of problems in order to retain their current customers. The company can expand their business by studying the core cause of the problem in terms of maintaining its uniqueness and differentiation in order to attract customers and keep them loyal.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Principles of Entrepreneurship (ENT530) is one of the subjects that must be taken by all students who pursue studies to Bachelor's level at UiTM. This is a subject that gives students business orientation guidelines and exposure. Overall, this course teaches students with entrepreneurship skills and knowledge to assist them better comprehend customer perceptions, market needs, and business prospects. Furthermore, this subject also teaches students on how to run a business, come up with new ideas, network effectively, as well as establish and implement a business strategy. Finally, students will gain a better understanding of basic business areas such as finance, sales, marketing, management, and accounting through this subject.

### **1.2 PURPOSE OF THE STUDY**

The purpose of the case study is to show students how real-life complications influence decision-making. A case study is a method of analysis as well as a specific research methodology for studying an issue. Students must practice using their knowledge and thinking skills in a real-life context when analyzing a case study. This has a lot of advantages for students because it teaches them how to brainstorm and think outside the box in order to solve difficulties in the future.

Based on this subject, students are required to develop a case study for any business or company. Students must conduct an interview session with the business owner in order to learn more about the company. Students must find out a lot about the company as well as the difficulties and concerns that it faces. Students will be able to analyse the problem and come up with a solution in this method. Students must apply the ideas that business owners have employed to the practical situations that they are studying in this subject. Overall, we chose Yuzie Bakery as the company to which we will conduct our case study.

## 2.0 COMPANY INFORMATION

### 2.1 BACKGROUND



**Yuzie Bakery Company Logo**

<b>Company's Name</b>	Yuzie Bakery
<b>Nature of Business</b>	Sole Proprietorship
<b>Industry Profile</b>	Food Industry
<b>Address</b>	No 3, Jalan Perwira 6, Bandar Tenggara, Kulai Johor.
<b>Business Action</b>	Sell various types of frozen food
<b>Company's Owner</b>	Roziyah Binti Salleh
<b>Business Phone Number</b>	017-6355470
<b>Operation Hour</b>	Monday – Thursday: 8 AM until 4 PM Friday, Saturday, Sunday: Closed
<b>Number of Workers</b>	6

**Table 1: Company Background**