



# UNIVERSITI TEKNOLOGI MARA

## FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

### CASE STUDY (Beryl's Chocolate)

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## **Executive summary**

The company name is Beryl's. The company was established in 1995, company has been to produce the best chocolate. The first factory at Serdang Village. Beryl's started out with sold mainly to duty-free shops and supermarkets across the country. That's a major regional chocolatier. After the business flourished, in 1998, Beryl's relocated to new factory in the Sri Kembangan Industrial Area. The location is very strategic. Beryl's sells the chocolate to both local and global markets. Now, Beryl's Chocolates can be found in over 15 countries around the world.

Beryl's Chocolate offers quality chocolate to shoppers especially chocolate lovers. This is because the selected cocoa is a very good quality fruit. It is imported from Ghana from the Amazon jungle. Beryl's is passionate about the quality and satisfaction of its customers. In addition, the chocolate is also produced by experienced chocolate makers.

Next, Target Beryl's Chocolate is for all ages, especially children and chocolate lovers alike. In addition, it also targets international sales. This will further strengthen the company across the globe.

## **Introduction**

Entrepreneurial education seeks to provide students with the knowledge, skills and motivation to motivate entrepreneurs in a variety of situations. Entrepreneurial education is focused on skill development or relatedness that enables realization of opportunities. it is also very important to apply to students.

In this project, I make a case study on a company to know about their financial, operation and management. Besides that, in this case study helps us to improve our knowledge in business plan.

In conclusion, this assignment was very good to the students to know about business in our life.

## **Business description**

### **Product**

The products produced by Beryl's Chocolate are chocolate-based only. In addition to chocolate, they also make cookies derived from chocolate as their additional product. Their product is very special because the selection of chocolates is not from ordinary cocoa. It is imported exclusively from Ghana which is very popular with the world's best cocoa production. Beryl's chocolate emphasizes the taste of their chocolate to keep their buyers happy

### **Financial**

Every business has its own finances. so is this company where its finances are managed by a trusted person. In addition, money raised through the sale of chocolate online will continue to be deposited into the company's bank account

### **Marketing**

Beryl's Chocolate is very good at managing their marketing. They not only sell them in supermarkets in Malaysia but also in other countries. In addition, they also sell and promote their brands through their chocolate gallery where they can attract chocolate enthusiasts. Furthermore, they also regularly sell online through their website and on facebook.