



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

Mira Cake House

PREPARED BY:

FACULTY & PROGRAMME : Applied Science (AS120)
SEMESTER : 5 (AS120 5C)
PROJECT TITLE : Case Study
GROUP MEMBERS : 1. Isabel Kimbly anak Jesikel (2015864874)
2. Angela Bakil (2015888066)
3. Evelyn anak Mambang (2015864186)

PREPARED FOR:

MADAM SITI HAJAH MARDINAH BINTI HAJI

SUBMISSION DATE:

24th NOVEMBER 2017

INTRODUCTION

This case study is conducted to analyze the real life examples in a business operations. Cases are based on realistic scenarios simulating complex problems from the business world. On the other hand, by conducting this case study, we were able to strengthen our critical thinking and problem solving skills.

We will be able to analyze the organizational process of our chosen business entity and also their financial constraints. The information and data we had collected from our face to face interview with the manager will guide us even more in preparing our business plan.

As for this, we had choose Mira Cake House as our business entity for this case study. It is known that Mira Cake house is a cake house that sells many different types of layered cakes known as the 'kek lapis Sarawak'. this business initially came to start as just a family business and started its operation on the year 2008. This cake house sells about 100 types of layered cakes and ships its layered cake nationwide. The owner first received an offer from MARA (Majlis Amanah Rakyat); a government agency that train and guide in areas of business and industry, to expand their business. Mira Cake House soon expand and found a potential opportunities in the tourism sector.

In the following sections, the essential content of the case study will state there are some business problems that has been identified from Mira Cake House. There are some problems in reverse that cannot be seen but it affect the business in some ways. Also stated is the background information, the company structures as well as the analysis of the cake house that has been obtained during the interview.

EXECUTIVE SUMMARY

Layered cake industry in Sarawak experienced high growth in financial for the past few years. This healthy trend continues until now. A very high demand for this layered cake contributed to the upward trend. All the layered cake industry segments in which Mira Cake House has witnessed a growth in demand in terms of financial since the year 2008. This cake house saw an upward trend after a severe downturn period, due to customers demand and better credit terms helped to build positive sentiments. This cake house has five branches in total in Malaysia; with four branches in Kuching and one newly open branch in Kuala Lumpur.

Mira Cake House has at least 100 types of layered cake that they produced due to demands from their customers. They too already have their regular customers that come from different parts of Malaysia. This layered cakes have high demand during festive seasons such as during Hari Raya. A consistently high performer, Mira Cake House is one of the most well known business in the state of Sarawak. This cake house started from just being a small kiosk open up in a village called Kampung Boyan. They had received many positive feedbacks from their customers until they decided to expand its operation business to what it is now.

COMPANY INFORMATION

BACKGROUND

Mira cake's house is one of the growing business in Sarawak and even in Kuala Lumpur, Malaysia. Mira cake' house was began as family business and their spirit to bake a unique type of 'Kek Lapis Sarawak' which is called 'Kek Lapis Basah'. The major differences between Kek Lapis Basah and the regular Kek Lapis Sarawak is the moistness of cake.

The owner of Mira cake'house is Puan Hjh Maznah Binti Sahani. Mlra cake'house has been operating for more than a decade since 2012 until now. She has winning an award of Excellent Entrepreneur Award for Best Manufacturing Category 2017. She proved that she was able to overcome every problems in their business.

Mira Cake's House has 5 branches in Kuching which is operating at Kampung Boyan , Jln Matang Kuching, Medan Niaga Satok , Jln Haji Taha and one at Desa Ilmu Kota Samarahan. For the latest one, Mira Cake's House will expanded their business in Kuala Lumpur. Their cake house in Kuala Lumpur will be operating soon.

As Mira Cake's House keep growing up time to time, they will always stick to their objectives that is to provide excellent customer service with good quality of cake. They also have their mission and vision in their business. The mission is to make sure their customer can easily buy their cake product while the vision is hope that they can satisfied every needed of their customer especially their regular customer.

ORGANIZATIONAL STRUCTURE

Mira Cake's House company's organizational structure influences management and leadership, communication, charge and other variables critical to their business success. Mira Cake's House has evolved to have an organizational structure that matches current business needs. Before the organizational started, they have their own strategies management to achieves its mission and visions. A comprehensive and on going management process aimed at formulating and implementing effective strategies is a way of approaching business opportunities and their challenging. As a manager of Mira Cake's House has important part to make efficient use of resources, challenged with getting things done through people . Beside that, Mira Cake's House also has opportunity to use all the tools of management that any manager uses.

BUSINESS MODEL

As we know, business model to describes the rationale of how an organization creates, delivers and captures value in economic, social, cultural or other content. This process of business model contruction is part of Mira Cake's house business strategy. Business model by Mira Cake's house integrates both offline and online presences. For example, they allows the user to order product through online but lets them pick up their order at a local store. Besides that, Mira Cake's House has some type of intermediate such as whole saler or agent, companies may now deal with every customer directly. For example, via the internet.

Franchising also one of Mira Cake's house business model which is the practice of using another firms' successful of their business. The franchise is an alternative to building 'chain stores' to distribute goods and avoids investment and liability over a chain. For Mira Cake's house, the quality of their cake product or service leads to customer satisfaction are important for them which can leads to customer loyalty and also can leads to their profitability.