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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY: ICE CREAM VALET.

TYPE OF BUSINESS: PRODUCT (FOOD)

PREPARED BY

FACULTY: FACULTY OF APPLIED SCIENCES

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NAME OF COMPANY STUDIED: MAMENA ICE CREAM

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No.	Title	Page
1.	Executive summary	3
2.	Introduction	4-5
3.	Company information	6-17
4.	Company analysis	18-19
5.	Business problem	20-21
6.	Recommendation and Improvement	22-23
7.	References	24
8.	Appendices	25-27

EXECUTIVE SUMMARY

As for our business, we have found out about Mamena ice-cream shop and made a few observations on this ice-cream shop. Those observations include their business problems, solution to the problems and some more information. The problems involved could be process, technology or product oriented. Mamena ice-cream shop is doing a homemade ice-cream business where they only use three flavours such as green tea, vanilla and strawberry. Actually, they could come up with some more flavours so that to attract more customers and at the same time increase their profits. This method indirectly helps to overcome their financial problems as well. It costs a lot to start up with ice-cream business because there is a lot of money needed for the suppliers, renting, products, decorations and many more compulsory needs. However, a good business partner and plans is the main key to the successful of a business. We can never start from a zero knowledge and skill to have our own business. Therefore, as they had mentioned to us, they did make some researches and collect some information from other ice-cream shops as their guidelines. This alternative had led them to a bigger business than before because earlier they were only managed to spread their business using a bicycle and selling their homemade ice-cream at the center of Summer Mall at the ground floor. It was a creative and unique way to use bicycle to attract customers because it was decoratively looked classic and ancient. To be concluded, we need to think out of the box to achieve something that we think we might not afford to achieve in the future. We will never know what comes may tomorrow.

INTRODUCTION

One of the preliminary steps to complete a thesis is the background study. The background study for a thesis includes a review of the area being researched, current information surrounding the issue, previous studies on the issue and relevant history on the issue. Ideally, the study should effectively set forth the history and background information on the thesis problem. The purpose of a background study is to help to prove the relevance of the thesis question and to further develop the thesis. First, conduct preliminary research in the beginning stages of formulating a thesis when many issues are unclear and thoughts need to be solidified. Next, read the information and develop a research question or thesis statement that will guide the thesis. Then, don't forget to write a thesis statement or research question and think about what have been read and looked for issues, problems or solutions that others have found and determine our own opinion or stance on the issue. The fourth step is to complete the research using thesis statement and research question as our guide. Remember to create relevant sections as we write the background study and then conclude them by identifying any further study that needs to be done in that particular area or provide possible solutions to the issue that have not been considered before. Lastly, revise and edit the background study by completing several drafts of work, revising and filling information as it goes.

Our background study for Mamena ice-cream shop concerning the area to be rented was quite impressive for the rent amount was rm3500. This shop is located somewhere inside the Summer Mall at the right of the entrance near the Starbucks. It is a newly open ice-cream shop and now has been eight months they become a successful shop. They started their small business using a bicycle from month of March 2017 and made known their business wider than earlier for another particular month. There is another ice-cream shop operating in Summer Mall apart from Mamena. The name of the other ice-cream shop is Cozy Ais. They are located not too far from each other where they get to compete for their business and defending themselves to be the most successful and attraction of the target markets. There are plenty of problems Mamena ice-cream shop have been facing since day one they started their business. One of them is financial problem. They needed quite big amount of money to pay for their basement and they are just new to this so they will be needing workers around five to eight person. This will also cost them a lot for they are paying the workers according to the hours of working. Plus, they have to spend money on the decoration, suppliers, products needed and many more. Apart from that, Mamena ice-cream shop has to deal with the problem of introducing new flavours to their homemade ice-cream. They only managed to come up with green tea, vanilla and strawberry flavours. This is actually due to lack of suppliers. Besides, the space for customers to have their ice-cream time in the shop itself is quite crowded. There is not enough tables and chairs provided as the shop is still small. The attraction is not really encouraging because not really much fancy decoration shown. There is no television, radio and internet provided. Mamena ice-cream shop

COMPANY INFORMATION

A. BACKGROUND

Mamena is an ice cream brand owned by Mamena Ice Cream Shop company which is located in Summer Mall at Kota Samarahan, Kuching Sarawak. The owner of this company is a Sarawakian lady named Amalina Mamena Binti Mohamad. This company is new in the business industry. In addition, the Mamena Ice Cream Shop commenced operations in early 2017. Mamena Ice Cream Shop is family business. The uniqueness of this ice cream concept is a homemade bread ice cream or called as "Mantou". Mantou is a homemade pouch bread that is used to serve ice cream.

They started their business on a small scale by cycling. They trade on bikes beginning in the third month of 2017. The becak bike is renovated into a unique kiosk bike selling around Kuching and Samarahan. They always run their business at the Summer Mall with a range of optional ice cream flavors and using pouch bread (called as Mantou) sprinkled with oreo powder for only RM 2.00 each.

After a few months of doing business on bikes, they eventually rented a shop in a Summer Mall which is located in Kota Samarahan. Their shop was named as Mamena Ice Cream Shop which is at the ground level of the shopping mall. For the information, this business has been operating for 9 months until today.

Apart from that, their business is focusing on only selling three types of ice cream flavors which are strawberry, vanilla and green tea to customers. Besides providing this flavours of ice cream, they also provide different kinds of toppings such as oreo, cookies and etc. Customer can choose suits their favourite flavour and topping.