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CASE STUDY REPORT

IMPERIAL DONUT

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1.0 EXECUTIVE SUMMARY

Entrepreneur education aims to give students the knowledge, skills, and motivation to motivate entrepreneurs in any situation. A variety of entrepreneurship education is offered at all school levels from primary to secondary and university programs. Entrepreneurship education focuses on the development of linked skills that make it possible to realize opportunities.

Imperial Donut is a bakery located at Gerik, Perak. This bakery was located in residential areas and schools. Moreover, it is also near to the main city. Imperial Donut has been operated for about 8 years now. According to the owner, named Aidatul Nurfuzzah Binti Mohammad Aznan, she said that initially, the purpose of the bakery was to attract students as it is located near to the schools. The method used to analyse all this information is by a social platform such as *WhatsApp*. This bakery used various types of media social such as *Facebook* and *Instagram* to promote and make the bakery known all around the society or housing area. It is also the way of a marketing strategy because nowadays people prefer online information rather than physical information such as pamphlets or brochures.

The case study is important to evaluate the entrepreneur background, company's history, target market, marketing strategies of the company and other important information about the company. I often use SWOT analysis to identify the bakery's strengths, weaknesses, opportunities, and threats. Other than that, this bakery has several problems such as intense competition in the bakery industry, fussy customers and price fluctuation on raw materials. Imperial Donut can solve these problems by being a unique bakery, meet the demand of the customer and negotiating a contract with the supplier. Lastly, there are several Personal Entrepreneurial Competencies (PEC) that are in Puan Fuzza such as sees and acts on opportunities, persistence, concern for the high quality of work and information seeking that made her a successful entrepreneur.

2.0 INTRODUCTION

2.1 ENTREPRENEUR PROFILE



Aidatul Nurfuzzah Binti Mohammad Aznan also known as Puan Fuzza was born on 1 January 1984 in Gerik, Perak. Now she is 37 years old and was originally worked as a bakery assistant before she joining in the entrepreneurship field. She is the third child of eight siblings.

Puan Fuzza has experience in this field for three years. Starting in 2009 she continued her studies in the field of the bakery. She gained knowledge for about three years of experience at Teluk Intan Community College.

In the busyness of managing the cake shop, Puan Fuzza still managed to steal time to attend cake making and decorating classes every Friday during break time. For her, where there is a will there must be away. To be a successful cake entrepreneur she must have sufficient skills and capital. Realizing this, she diligently attended the class. Although only studying for an hour a week, the knowledge and experience gained are fully utilized.

Puan Fuzza said she had always aspired to venture into the food-based business. According to Mrs. Fuzza, she wanted to start a restaurant but considering the time and capital constraints, Puan Fuzza chose a cake and bread company to develop.

This decision is very timely because there are not many cake shops that are run by Muslims themselves. Puan Fuzza is confident the field has great potential to continue to thrive. Armed with knowledge and experience, she produces cakes and loaves of bread and sells them on a small scale to relatives and acquaintances in the past. She was happy when her own hands received an encouraging response.