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TEKNOLOGI  
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Faculty of  
**Art &  
Design**

PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)

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ASSIGNMENT 1: CASE STUDY REPORT

PROGRAMME: FACULTY OF ART & DESIGN  
SEMESTAR: 5  
GROUP: AD241 B

PRODUCT: KEMAMAN KING'S BAKERY

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## **EXECUTIVE SUMMARY**

The bakery industry is a huge business that caters to people's weaknesses for tasty breads, cakes, pies and sweet rolls. King's Bakery Kemaman is the Kemaman branch bakery franchise operated by Everlicious Pastries Pte Ltd. 2021 is the eighth year of the company's operations in Terengganu. King's Bakery Kemaman is an enterprise that produced cakes which rapidly became synonymous with birthday parties and celebrations of joyful occasions like weddings, career promotions, graduations and festivities in the Malaysian household. The company is committed to focusing on continuous efforts to meet customer requirements and provide high customer satisfaction through high-quality service and become famous because of the strategic location of the store were next to the school gave them an advantage.

The idea of starting this business is the result of conversations with business partners. However, after working together for a year, this friend withdrew from cooperation with them due to financial problems. Their business started in 2014, which was very challenging at the time. Puan Marinie and Encik Rusdi who are the founder struggling in continued to redeveloped the business until now. They also have a qualified and in-depth understanding of employees, which call partners, and train them to treat customers as members of their families and be friendly with customers and their teammates. This will increase their motivation and make the employees happy, peaceful and sincere to enjoy their hard work. King's Bakery Kemaman provides a variety of services to beloved customers, delivery services and bakery products from the factory such as cakes, breads and cakes. In addition, they also bring home-made halal products from our local such as mini canned goods, cakes, ice cream and other else.

Since people now like things that are faster, more convenient, and consume less energy for them, we also use the online platform such as WhatApps and Facebook.. The mission of the company is to provide a good with high-quality services and provide the most favourable prices, which are most accepted by their favourite customers. In order to accomplish the mission, our teammates work together and make every effort to run the business effectively and successfully. On the other hand, their vision is to be the best bakery in industry. Kings Bakery Kemaman also hope to collaborate with other local home-made bakery to attract attention customer. In addition, their want to maintain our uniqueness and distinguish ourselves from other competitors in order to attract customers and maintain their loyalty.

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## **INTRODUCTION**

### **1.1 Background of study**

To fulfil the requirement of the course Principle of Entrepreneurship (ENT530), we have been assigned by our lecturer, Puan Norsiah Binti Ahmad to complete a case study by interview and investigate the chosen business. An interview session will be conducted through online platform in order for us to gain more information related to the business.

Since we required to looking for an entrepreneur and the suggested was a small medium enterprise, we have decided to make an appointment with a small and medium industry called Kemaman Kings Bakery. We are required to do a research and we have made an interview session with the founder daughter of Kemaman Kings Bakery and we already collected the information about the business as well as the issues that the business face. Along with the issues, we have suggested appropriate solutions to solve the issues or problems that arise. In addition, included in this assignment, we are able to identify the strength, weakness, opportunity and threat that the company is going through in order to reach the financially stable business.

Entrepreneurship subject provides students with the understanding, skills and inspiration needed to succeed as entrepreneurs in a variety of settings. As we interviewed and received lots of information about the business, with this ENT530 assignment, we are able to gain more knowledge on how to operate a business in real life and it could be applied in the future.