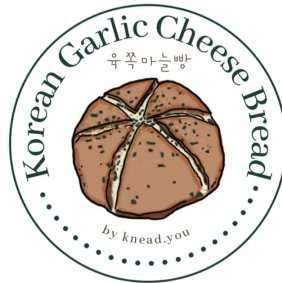




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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ART AND DESIGN

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



PROJECT TITLE

CASE STUDY ON KNEAD.YOU

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1.0 INTRODUCTION

1.1 Background Study

Principle of Entrepreneurship (ENT 530) is one of the elective subjects that need to be taken by all of the UiTM students who further their study at Bachelor level. In this course, students need to conduct a case study related to a small and medium enterprises (SME) business or company. In this case study, students are required to interview any small or medium enterprises business or company to get the problems that are faced by the company. Thus, students need to analyse the problem and list out the solution for any problem that the business or company faced. However, this case study is very beneficial to students because the students will be exposed to how companies operate and run their business. Meanwhile, this case study can be a platform for students to learn how to solve a problem and this case study was also to analyse the Business Model Canvas of Knead.You.

1.2 Purpose of The Study

This case study focuses on the customer's perspective. For instance, on how customers used the product. However, case studies allow businesses to show how their product can be used. Hence, businesses use them to show how their product or service has been implemented successfully by customers. But, the main purpose of conducting this case study is to analyse and investigate the key factors of successful entrepreneurs on how they manage and operate their business or company using the Business Canvas Model and to identify the problem that the business or company faced. Lastly, this case study was conducted to know and identify the alternative or the ways to solve the problem as the owner had experienced before.

2.0 COMPANY INFORMATION

2.1 Introduction

Knead.You is a small online business founded at the beginning of MCO in Malaysia which is in April 2020. Although Knead.You was founded in 2020, the founder, Syid Aziz, 24 years old who is currently studying at Universiti Kebangsaan Malaysia. Knead.You are selling two menus which are Chocolate Chips Banana Bread and Korean Cream Cheese Garlic Bread. Both menus are made by the founder with assistance from her parents. All pastries are made with local ingredients and use traditional technique with modern technology. Hence, all pastries are made by using high quality premium butter. There are no added preservatives or artificial fillers in their products. Their signature Chocolate Chip Banana Cake is proudly made with premium macadamia, walnut, pecan and fresh bananas grown in the state of Rawang.

2.2 Organizational Structure

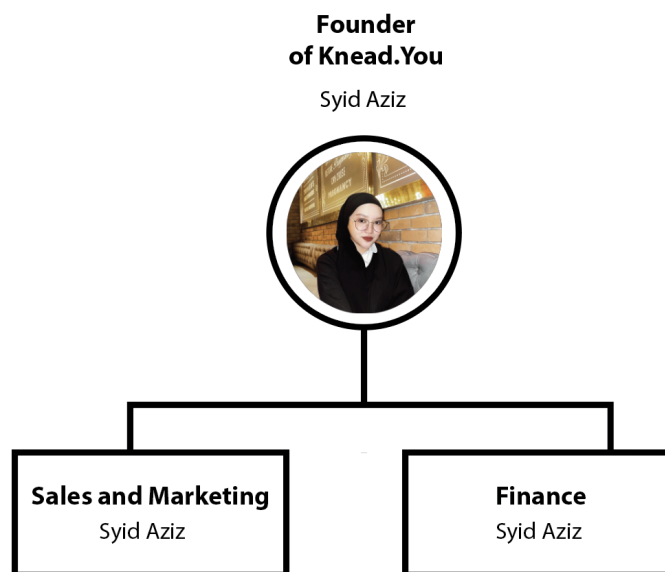


Figure 1: Organization Chart of Knead.You