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**FACULTY OF ART AND DESIGN**  
**BACHELOR OF GRAPHIC DESIGN (HONS.)**

**(ENT 530)**

**PRINCIPLES OF ENTREPRENEURSHIP**

**CASE STUDY**

**(KUACI BAKAR PADU LETOPZ)**

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## **EXECUTIVE SUMMARY**

A case study is a description of an action, event, or problem that incorporates a genuine or fictional circumstance as well as the complications you'd face in the workplace. Case studies are used to demonstrate how real-life complications influence decisions. A case study is also a method of analysis as well as a specific research methodology for studying a subject. Analyzing a case study challenges you to put your knowledge and thinking skills to the test in a real-life situation.

For this written report, we have chosen *Kuaci Bakar Padu Letopz* for our case study. *Kuaci Bakar Padu Letopz* is small local business owned by Muhammad Saifuddin bin Che Othman situated in Sri Petaling, Malaysia. After completing an assignment for his degree entrepreneur subject, ENT530, he began the business in 2019. He spotted an opportunity in his business and began to grow it online from the comfort of his own home. To market the product, he used Shopee (a shopping program). He also uses social media platforms like Instagram and Facebook to promote *Kuaci Bakar Padu Letopz*. This modest business became his side income in addition to his main job as HR/Admin Executive for the Malaysian Ministry of Health.

## 1. COMPANY INFORMATION

### 2.1 Company Background



Image 1: Company Logo

**Name of Company:** Kuaci Bakar Padu Letopz

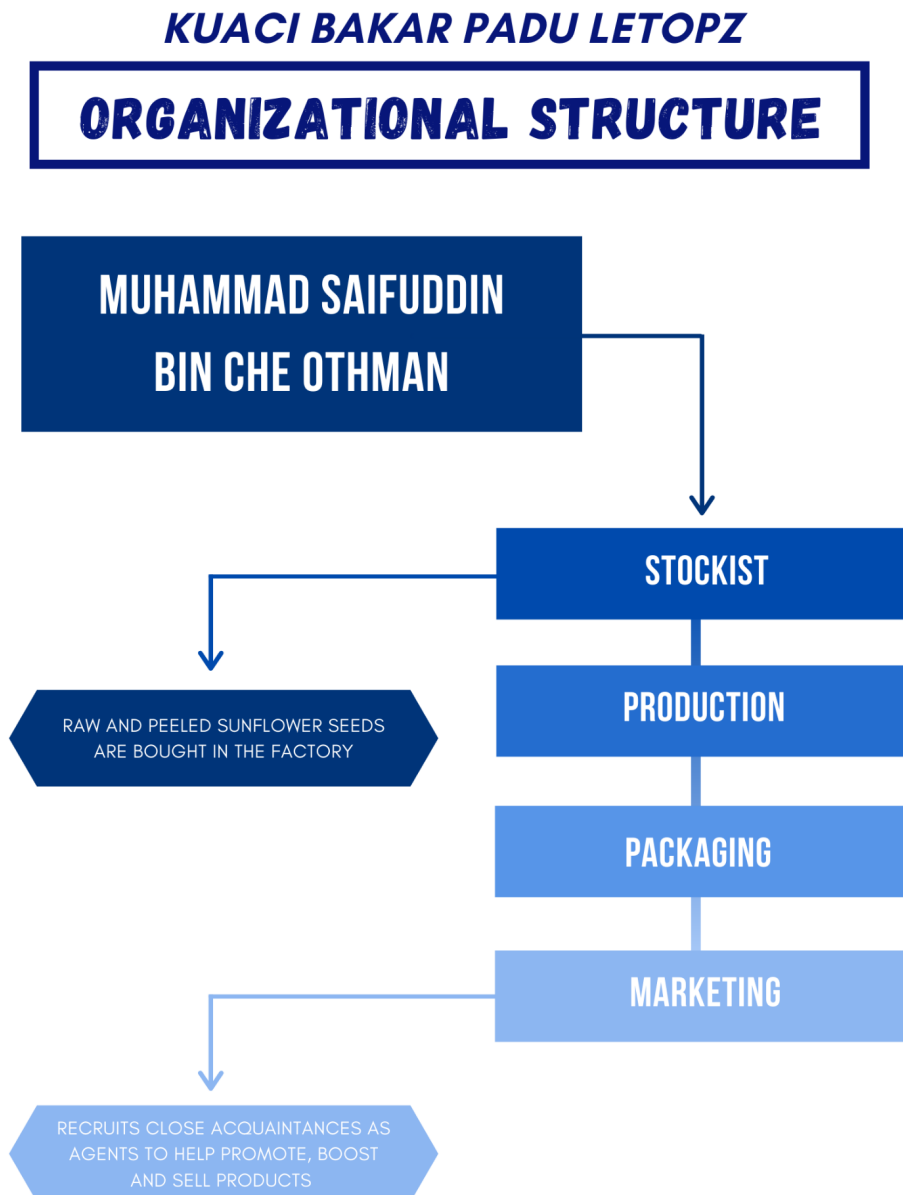
**Product:** Toasted Sunflower Seeds (*Kuaci Bakar*)

**Type of Product:** Snack

**Owner of Company:** Muhammad Saifuddin bin Che Othman

Kuaci Bakar Padu Letopz is a small local business based in 34, Jalan 3/149D, Zon M, Bandar Baru Sri Petaling, 57000 Kuala Lumpur. This company is owned by Muhammad Saifuddin bin Che Othman . He started the business in 2019 after doing an assignment for his degree entrepreneur subject ENT530. He saw the opportunity in his business and started to develop the business via online from his own house. He used Shopee (the shopping application) as the main platform to sell the product. Also he uses other social media platforms to promote Kuaci Bakar Padu Letopz such as instagram and facebook. Now, apart from his main job as HR/Admin Executive for Health Ministry of Malaysia, this small business became his side income in his daily income.

## 2.2 Organizational Structure



Kuaci Bakar Padu Letopz is mostly run by the owner himself, Muhammad Saifuddin; he manages the stocks, production, packaging and marketing of his business. His supplies of sunflower seeds are mainly bought from the factory, where it is ready-peeled so it is easy for him to spend time on the production of baking sunflower seeds without having to peel it by himself - *which is time-consuming*. He also spends his time on the packaging aspects of the business, in which he shares that previously he sold his products in a small plastic packet for RM1 but now he invested in selling his products in a plastic jar (eco-friendly, safe and reusable).