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**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**INDIVIDUAL CASE STUDY  
(ELMAMA ENTERPRISE)**

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## **EXECUTIVE SUMMARY**

In this case study, I managed to develop new knowledge about real businesses that happens out there. Besides, I also managed to know about the owner's personal entrepreneurial competencies and understand the business's performance through the SWOT analysis which contains of strength, weaknesses, opportunity, and threat.

The business that I choose in this case study is Elmama Enterprise. The owner's name is Puan Maimon Binti Ismail. Elmama Enterprise is a home-based bakery located at No 32A, Jalan Impian Putra 4/3, Taman Impian Putra, Fasa 6 Kajang, Bangi, 43000, Kajang, Selangor Darul Ehsan. The business that she owned is a sole proprietorship business. She sells few types of cakes and dessert such as Brownies, Carrot Cake, Burnt Cheesecake, Pavlova, Pandan Gula Melaka Cake, Mango Cheesecake and many more. The system of her business is customer need to order through WhatsApp at least one day before and pay it using online banking. Then on the next day, Puan Maimon will packed everything and deliver all the foods ordered by using a runner such as Lalamove and Grab. After that, she will follow up for the customer satisfaction.

Other than that, Puan Maimon possesses many main characteristics that successful entrepreneurs should acquire in order to successfully perform entrepreneurial roles, such as initiative, problem-solving, knowledge-seeking, and concern for high-quality work.

Furthermore, based on all of the interviews I conducted, I was able to assess the company's strengths and weaknesses, as well as the opportunities and challenges it faces. They have the following advantages: highly populated regions will quickly attract customers, they have their own marketing gurus to direct them, they use high quality and premium ingredients, and they have a low-cost supplier from the manufacturer. While the prospects include opening her own bakery, expanding marketing strategies such as promotions, and improving COD facilities for customers' convenience. Their company's weaknesses include outdated production facilities, a shortage of staff and manpower, and a lack of room and time to bake. While the threats include having a large number of competitors in that market, price wars between competitors, and price fluctuation due to the current economic crisis.

## **1.0 COMPANY INFORMATION**

### **1.1 PROFILE OF ENTREPRENEUR**

Elmama Enterprise is owned by Puan Maimon binti Ismail. She was born on 4th April 1965 in Kemasek, Terengganu. She was raised in Terengganu by her very lovely parents. Her father is a fisherman while her mother is a housewife. She went to SK Pusat, Kemaman for her primary school in 1972 until 1978. In secondary school, she went to SMK Badrul Alam Shah, Kemaman. She is one of the top students in her school on that time.

After she finished her school, she married to her husband named Baharin bin Khairuddin. Then, she moved to Kajang to follow her husband and be a fulltime housewife. In 2016, she started to learn making dessert such as cakes, pastry, cupcakes, cookies and many more with her neighbours once a month, just for fun and to serve it to her family. After a year, she upgraded her skill by attending a class near her house once a while since she feels boring with her daily routine. And after that, she started to receive few orders from her close friends and family. However, at first, she does it just to occupy her free time and as a hobby only.

The business that started from 'just to occupy her free time' become more serious when people in her area already know her cakes and dessert deliciousness. People start to trust her and order repeatedly every week. And it became bigger and bigger until now. From doing it alone, she now already has 3 workers to help her out in making the cakes, buying all the ingredients at the shop and do deliveries to the customers. From doing it in a small 30L oven, now she already has a few of industrial oven to fulfilled all the orders.

## 1.2 BUSINESS OVERVIEW

### 1.2.1 Company Profile

Elmama Enterprise is a sole proprietorship business that is owned and operated Puan Maimon binti Ismail. It is the simplest business type under which one can operate a business. The sole proprietorship is not a legal entity. It simply refers to a person who owns the business and is personally responsible for its debts. Moreover, Elmama Enterprise that is located at No 32A, Jalan Impian Putra 4/3, Taman Impian Putra, Fasa 6 Kajang, Bangi, 43000, Kajang, Selangor Darul Ehsan was established in 2017. This business produced a few times of product such as Brownies, Carrot Cake, Burnt Cheesecake, Pavlova, Pandan Gula Melaka Cake, Mango Cheesecake and many more.

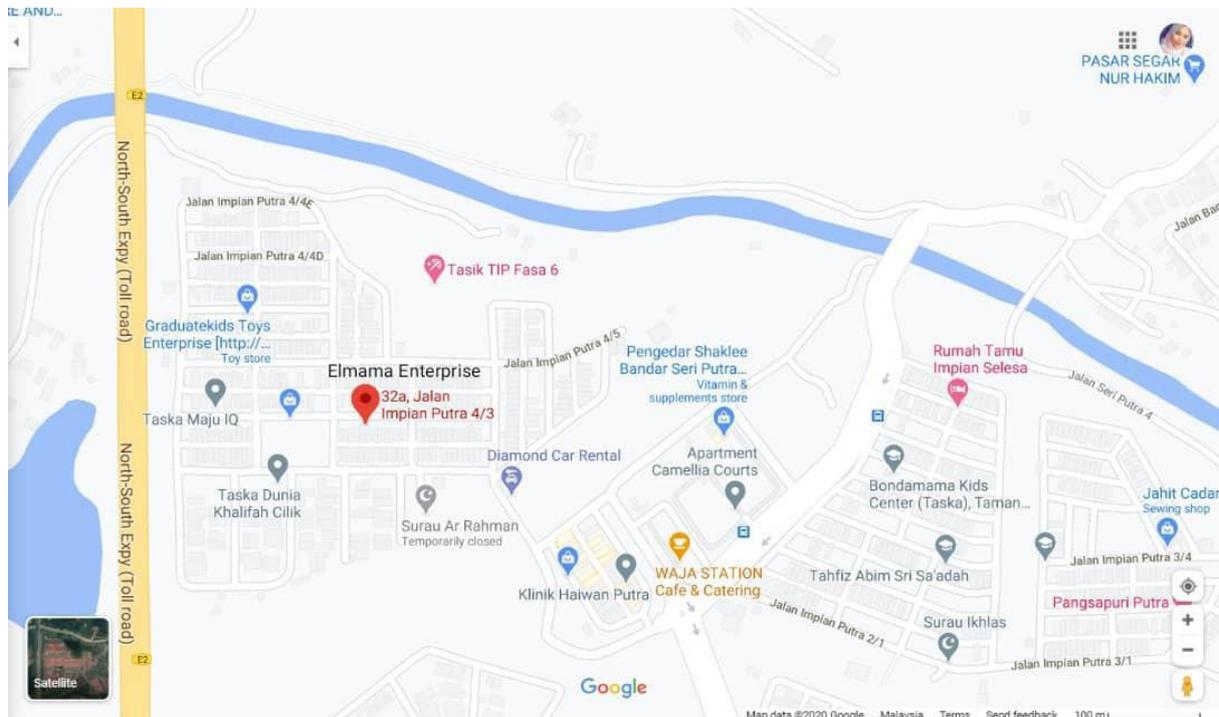


Figure 1 : Location of Elmama Enterprise