



اَوَّلُ سَبِيحَةٍ تَكُونُ لِيَوْمًا
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CASE STUDY – INDIVIDUAL TASK
ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

CASE STUDY TITLE:

BALQIS BAKERY

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1.0 EXECUTIVE SUMMARY

The original purpose of this case study is to choose one of the business or company. Balqis bakery was chosen in this case study regarding to fulfil Fundamental of Entrepreneurship (ENT 300) course requirement. All the information needed to meet the requirement of this case study has already collected. This information is obtained through this bakery's Facebook page and also through Whatsapp with the owner of Balqis Bakery. This case study starts with a brief introduction that includes the entrepreneur profile and business profile of Balqis bakery. Then followed by the entrepreneur characteristics and some pictures related to Balqis Bakery such as location, cakes, reviews, signboard and customers.

Balqis Bakery is running a product-based business. Product is the tangible item that offered for sale, and it can be in physical or in virtual. In business, generally, the product is an item that can be sold and bought. The products produced need to meet the requirement of the customer's needs and want. Besides, each product produced from the entrepreneur must involve a cost, and each is sold at a price. The price placed on a product can be changed according to the market, quality and target.

So, Balqis Bakery produces products such as cakes and raw materials of baking cakes such as cream cheese, butter, cocoa powder, fresh cream, butter, baking powder and so on. Differences in size and shape of cakes produced by Wan Aziati, who is the owner of Balqis Bakery, make the cakes look more attractive and it suitable to be served for any occasion. The products also have attracted the attention of many customers because the owner decided to make some innovation using creativity by combining two elements such as classic and modern.

Besides that, Balqis Bakery is solely owned by Wan Aziati, and before this bakery established, the owner has evaluated in terms of financial, types of products, price, strategic place and so on. This evaluation is essential to Balqis Bakery because it can keep improving the business performance by comparing their business with other business. So, the owner able to revise the business plans by carrying out various strategies to ensure this business can achieve tremendous demand from customers.

2.0 INTRODUCTION

Balqis bakery created in 2015 and the owner of this bakery named Wan Aziati Binti Wan Hussin. This business started in Pasir Mas, which focuses on food production such as cakes. The owner decided to open up its own bakery with the capital of RM 200,000. The owner also success in complete the equipment and machines to ensure that the order from customers can be handle quickly and can be fulfilled according to customer requirements within the time frame given.

This bakery is one of the successful bakeries that can provide products and be able to satisfy its customers with creativity and high quality. Even though this bakery gets high demand from customers, but this bakery also has its own competitor in the bakery industry. With a lot of competitions from other bakeries nearby, Balqis bakery decides to promote their products through advertisement in the social media which is Facebook to updates any promotion to their customer and that is one of the strategies to attract more customers to choose Balqis Bakery more than others.

Last but not least, this bakery provides a different taste to its customers such as varieties of cake that comes with different size and different filling of icing cake such as vanilla, chocolate, strawberry, red velvet, tiramisu, cheese and blueberry. The product also suitable for customer in any level of age and the special of their products is actually is prepared with a new style and new taste by using high quality ingredients in fulfilling the customer's needs.