



اوتيسو كرسى، تديكو لوكيو فاليرا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENURSHIP (ENT300)

CASE STUDY

SRI TERATAI CAKE HOUSE

PRODUCT ORIENTED

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EXECUTIVE SUMMARY

Entrepreneurship involves not only the process that leads to the setting up of a business entity but also the expansion and development of an ongoing concern. The study of entrepreneurship is concerned with the entrepreneurial behaviour, the dynamics of business set up and expansion and development. Based on data I collect for my case study ENT300, I already choose one company that is Sri Teratai Cake House. This company can be categorised as the product oriented because it produces a lot of cake, biscuit and bread or it usually known as bakery house. So, from the data that I get, it will be used for my subject case study. The main purpose of case study is to collect data, make an observation about the company, make revision and make a conclusion. Besides, from the case study it not only for passed the subject but it more than it. It for my own future to learn from the experience that I get from my case study. As other business, this bakery house also has its own business problem since it was started in 2004 to nowadays, such as lack of management, budget, customers, machine and more. The problem always come, the solution to overcome it is very important. Furthermore, in case study it has a few section and each section will be explain later started from Executive Summary that conclude overall case study information. Then, Introduction that contain Entrepreneur and Business Profile. After that, Entrepreneurial Characteristic to discuss about what types characteristic of an entrepreneur. Lastly, appendices and overall report.

INTRODUCTION

ENTREPRENEUR PROFILE

a) Entrepreneur Background



Name of the Owner	Rabiatul Adawiyah bt Abdullah
Identify Card Number	791228-03-5482
Permanent Address	Lot 1070 Kg. Kutan Hilir, 16250 Wakaf Bharu, Kelantan.
Email Address	kakb1979@gmail.com
Telephone Number	017-999 6282
Date of Birth	28/12/1979
Age	41 years' old
Marital Status	Married
Academic Qualification	Sijil Pelajaran Malaysia (SPM)

b) Entrepreneur History in Business

Madam Rabiatul Adawiyah bt Abdullah as the founder of Sri Teratai Cake House. She is very friendly, hardworking and positive person. She also very committed in doing her job especially in manage her business at the same time caring for her family. She one of a low profile entrepreneur based on her behaviour and very helpful. She started her business after ending her education in secondary school with SPM. Then, with her own

feet, she applied to work as baker in one of Cake House in Pasir Pekan. Based on her experience as a worker within 10 years, she gets too many knowledges about making cake and bread. Slowly she gained and collect something new day by days then she started open her own business in year 2000.

She started her small business with making cake at home then sell it home by home. Sometimes in *Pasar Malam and Pasar Pagi*. In early business, it's very hard to her to sell all of the cake and bread but she's never give up because she believes that 'after rainy will comes rainbow'. She also takes order by home and making it by herself. Slowly much people knows that her cake very delicious and soft in mouth. Then, based on that she become famous as a good cake maker in her town.

After a few years she trying to collect capital and experience, in 2004 she started open her own cake house. It's not a big shop, but enough to become as a strategic premise. Then, in that year she also registered her cake house to get a certification from SSM. Now, her cake house become better than before. She has a strategic place for her cake house, she has many regular customers and people usually making order from her cake house. The great achievement she gets today comes from her big effort.

BUSINESS PROFILE**a) Business Details**

Name of the Business	Sri Teratai Cake House
Business Address	Lot 1070 Kg. Kutan Hilir, 16250 Wakaf Bharu, Kelantan.
Correspondence Address	Lot 1070 Kg. Kutan Hilir, 16250 Wakaf Bharu, Kelantan.
Website	-
E-mail	kakb1979@gmail.com
Telephone Number	017-999 6282
Fax Number	-
Form of Business	Sole Proprietorship
Main Activity	Bakery
Numbers of Employees	2 employees only
Date of Commencement	16/1/2000
Date of Registration	1/11/2004
Registration Number (SSM)	KT 0194623-T
First Capital	RM 20 000
Profit per Month	RM 500
Bank	Islamic Bank (BIMB)
Bank Account Number	03018021534042
Duration Open (Daily)	9.00am-7.00pm

b) Business Background and History

House of cake or officially known as Sri Teratai Cake House was registered in 1/11/2004. It is one of the famous cake house in Kampung Kutan, Tumpat, Kelantan because of its texture of baking cake and various types of cake customers can get here. When talking about baking house, of course the main activity is baking cake, biscuit and bread. This premise not big as other baking company like Gardenia and High 5 but it has its own special things. That's why most of its customer is regular customer because they just find for the best for their happiness. Sri Teratai Cake House started open from 9.00AM until 7.00PM either in weekdays or weekend.

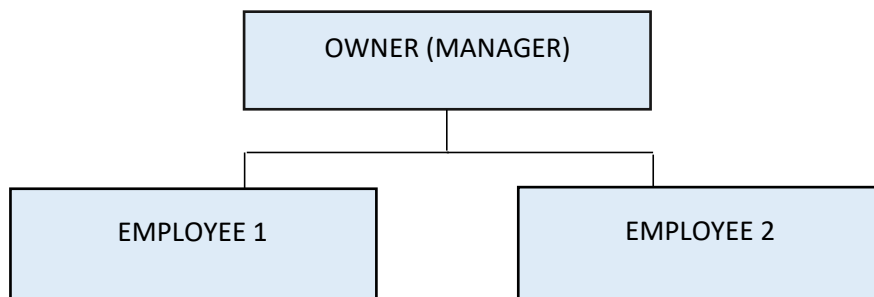
Furthermore, Sri Teratai Cake House known as a sole proprietorship that's mean a sole proprietorship is an unincorporated corporation that has only one owner who pays personal income tax on gains received by the company, often referred to as a sole trader or a proprietorship. Owing to a lack of government interference, sole proprietorships are easy to create and abolish, making them popular with small business owners and contractors. In sync with the company's growth, several single ownerships end up being restructured into an LLC.

c) Strengths and Weaknesses

As other company, it also has its own strengths and weaknesses. Basically, for strength of the company, it has a strategic management that's mean the owner can manage and communicate properly to employees in whatever situation. For example, if they get too many orders from institution such as from school and mosque for their event, this bakery shop can process all of the order just in 4-5 days' work. They can fulfil every single order as in agreement with the customers. After that, Sri Teratai Cake House also has a good and friendly staff. If they get customers, they will make sure their customer satisfied with their services. It is very important in marketing to make sure the same customer come again when they get a good service such as a friendly staff. Most of customer will ensure to ask about detail of the product, so the staff need to answer and explain them about it.

First and foremost, for the weaknesses, this bakery house lack of employees. It is because, it's just have 2 employees to do all of the work at the same time. For example, in kitchen they need to process their product such as cake and bread while in front of house they need to serve and being a cashier. So, if suddenly they get many customers at the same time automatically it can be a hard thing to manage and fulfil the customers' need. So, the owner need to hire more workers at least they can backup each other if anything happens in future.

d) Organizational Structure



ENTREPRENEURIAL CHARACTERISTICS

a) Decision Maker

For businesses, being able to make decisions instantly is an important trait since it may be the difference between success and failure. In order to prevent losing chances, entrepreneurs not only need to have solid decision-making capabilities, they must also have the courage to make those choices fast. This is because, sometimes an entrepreneur basically need to use their own decision in many situations. They need to think as soon as possible for their business to make sure their business running well. If they not a decision maker, it will be more hard for the business to run when facing problem.

For example, usually an entrepreneur having a problem related to the main cost of the product such as lack of raw material from supplier. So, if an entrepreneur cannot make a fast decision about any backup plan, it will ensure to another problem that is customers complain because of late process from the company. That's why important an entrepreneur must have a fast decision making.

b) Passion

A further attribute of entrepreneurs is love. While a decent payday is good for inspiration at the end of the tunnel, entrepreneurs seem to be more inspired by a love for their offer and a determination to make a difference. During times where discouragement could otherwise show itself this zeal or motivation often tends to support entrepreneurs. Most of entrepreneur, they have their budget or capital to started a business but they don't have passion. So, in the process of developing business it could be more problems come. When the entrepreneur doesn't have passion, they will give up in early process.

For example, try to imagine if students want to create a business while studying in campus. Mostly they have their own capital, so they run their business day by day and suddenly they cannot maintain between business and study. In this situation, if the student doesn't have any passion to keep and maintain their

business, they will give up. Vice versa, if the student has a strong passion, they will find a solution to keep going their business even they face many problems.

c) Motivation

Entrepreneurs are inspired by nature. After all, to fulfil their goals, they put in long hours to get their projects off the ground and spend huge sums, sometimes all they have. They do all this understanding that it could take months or even years for them to actually harvest the fruit of their labour. And they realise, through their hard work, that there is an opportunity that their contributions will not be met with material success. Yet they refuse to succumb to the fear of defeat. So strong encouragement is needed to stick with projects for the long haul, not to mention a steep concentration.

Furthermore, motivation also important because of to make sure the physical and mental of an entrepreneur in a standby mode. This is because, if the entrepreneur has a strong motivation and at the same time they can motivate themselves in various situation, its can avoid them from give up in the process of business because business is not easy as we think. It's more difficult to maintain the income, the process and so on.

APPENDICES

1. Picture captured in front of Teratai Cake House. This bakery shop is not too big but it is enough to have all of the characteristic that needed in bakery shop.



2. All of the decoration, arrangement of the shelf looks very simple and neat. It will ease the customer to find for their cake.



3. Sri Teratai Cake House not only sell the existing product, but they also take the customer's order especially for celebrating birthday party.



4. Example of in making process to serve the cake. Usually they take order 4-5 days before to make sure they can prepare well for their customer.



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