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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

“TEDBOY BAKERY”

CASE STUDY: PERSONAL ENTEPRENEURIAL COMPETENCIES

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EXECUTIVE SUMMARY

The original purpose of this case study conducted because of to identify personal entrepreneurial competencies. I choose business from Tedboy Bakery for my case study. The founder of Tedboy is very well-known in F&B industry. Tedboy Bakery by former pharmacist Patrina Tang and husband Edward Tan is a true labour of love which is they named it after their firstborn son, affectionately called Ted Boy. Tang was still working at a multinational pharmaceutical company a few year ago while Tan was busy with his mobile phone trading business in Hong Kong. They decided to start a business that would combine their love of healthy breads. Other than become entrepreneur, Edward Tan also be a moderator and always inspiring people to start a business. He gives talk and speech about his successful to bring up his company in the world. The entrepreneurial characteristic that Edward Tan and his wife have are concern of high quality of work, information seeking, persuasion and efficiency orientation.

INTRODUCTION

ENTREPRENEUR PROFILE

Name of the owner	Edward Tan
Age	43 years old
Position	Owner of Tedboy Bakery
Address	Kuala Lumpur, Malaysia
Date of birth	12 JUNE 1977
Telephone Number	019-7193851
Nation	Malay
Religion	Christian
Email	Edwardtn@gmail.com
Education	Master at Coventry University
Field of work	Finance and Strategic planning

Name of the owner	Patrina Tang
Age	38 years old
Position	CO-owner of Tedboy Bakery
Address	Kuala Lumpur, Malaysia
Date of birth	11 JULY 1982
Telephone Number	019-25644142
Nation	Malay
Religion	Christian
Email	Patrinatn@gmail.com
Education	Bachelor of Social Sciences in Political Science and Government @ UC Irvine
Field of work	Day to day operation

Since 2012, Patrina Tang had taken the plunge from being a pharmacist by qualification working as a Product Manager (Marketing) in Pharmaceuticals to being an entrepreneur in the challenging world of F&B. Together with her husband Edward, she started a bakery café concept in 2012 with the birth of their 1st child and they named the business after him. This is how Tedboy Bakery was started.

They are both not professional bakers but that did not deter them from going into the industry as there is more to running a business than just baking.

The entire ecosystem encompasses people management, supply chain management, procurement, R&D, marketing & finance. Juggling with multiple variables in F&B is their day to day challenge. From their humble 1st shop in Bangsar, Kuala Lumpur over the last 6 years, they have now opened 6 outlets (latest outlet on 31 July) and closed 1 small café restaurant due to low traffic. They are proud of this journey as it did not come from a franchise model but instead, they basically figured out the path through lots of trials and tribulation.

Currently Patrina Tang is heavily involved in day-to-day operations of their Central Kitchen, Outlets and Procurement meanwhile Edward is more involved in Finance and Strategic Planning.