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UNIVERSITI
TEKNOLOGI
MARA

COURSE:

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

REPORT TITLE:

CASE STUDY

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Bismillahirrahmanirrahim,

First and foremost, I would like to show our gratitude and thankful to Allah S.W.T, because of His blessing, I had done such a wonderful task entitle, "Case Study: AyunnyBakery" with a great success.

I also would like to thank my beloved lecturer, Madam Nur Hazelen binti Mat Rusok because she such a great helper from the start until end. Madam Nur Hazelen binti Mat Rusok has given her guidance, advises and instructions in order to do and complete this case study. Alhamdulillah, finally this case study is complete. Thank you for our all classmates whom also help us in giving us the information when needed.

I also send our appreciation to my family for their moral support to do the best in this ENT 300 assignment. Lastly, I would like to thank to all persons who had involved in this case study either directly or indirectly. They had been a great helper to us in completing this case study. I believe that this case study will give innovative ideas to encourage the local community into the Entrepreneurial Characteristics.

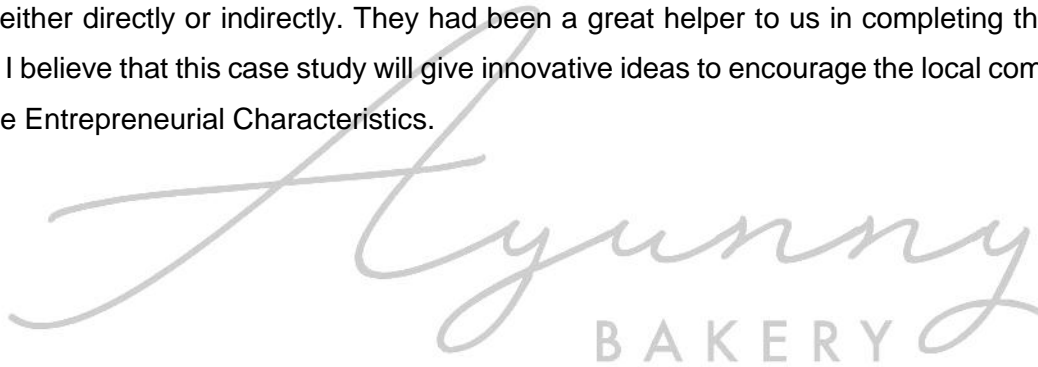
The logo for Ayunny Bakery features the brand name 'Ayunny' in a large, elegant, cursive script. Below it, the word 'BAKERY' is written in a smaller, clean, uppercase sans-serif font.

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1.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, I need to carry out a case study. During a case study, I need collect all information about a company to complete study case, so I decided to contact AyunnyBakery to do an interview session with the manager who is Encik Muhammad Meerza Danish Bin Rosli. From the research I have known about their background of the business, organizational structure, type of business model, products or service marketing and operational strategy. Besides that, I also enable to analyses the business purpose of this study is to know Entrepreneurial Characteristics.



2.0 INTRODUCTION

Name Of The Company: The name given for company is “AyunnyBakery ”

Nature Of Business: The business based on bakery.

Industry Profile: AyunnyBakery is a company established and Own by the Sole Proprietorship. Since AyunnyBakery started the business on a small scale as a starter and just have a premise for processing the product and carry out management activities. As inthis case, AyunnyBakery realized they had to production or manufacturing. So that their companies can concentrate on the production of the food, and provide excellent food to the customers by supplying the products according to demand.

Location of Business: 4114 JALAN HAJI ABDUL RAHMAN LIMBUNG, 20400 Kuala Terengganu, Terengganu

Date of Business Commencement: 12 January 2019

Factors Selecting Proposed Business: They choose this business because their want to give something new to bakery products already existing now. On the other hand, want a return to double profit every request from customers.

Future Prospects of Business: Future, their hope to have a processing plan larger products and opening several branches in other states in Malaysia and overseas. In addition, it can manufacture products based on the flour.