



اُنْبُوْا سَيِّئَاتِيْ لِيَكُوْنُوْا لِيْ مَبَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

INDIVIDUAL ASSIGNMENT

CASE STUDY

SMILING ORCHID BAKERY & CAKE
PARTNERSHIP COMPANY

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Table of Contents

NO	CONTENT	PAGE
1.1	Executive summary	1
2.1	Introduction	2
	2.1.1 Background of company	3
	2.1.2 Entrepreneur Profile	4
	2.1.3 Business Profile	5-6
	2.1.4 Organizational Structure	7
3.1	Entrepreneurial Characteristics	
	3.1.1 Concern for High Quality of Work	
	3.1.2 Problem Solving	
	3.1.3 Information Seeking	8-11
	3.1.4 Initiative	
	3.1.5 Persuasion	
4.1	Conclusion	12
	Appendices	13-15
	References	16

1.1 EXECUTIVE SUMMARY

Regarding to fulfill Fundamental of Entrepreneurship (ENT 300) course requirement, I need to carry out a case study by collecting all the information regarding my chosen company, how the company could sustain their business and the characteristics should a successful entrepreneur have. At the end of this case study, I managed to get a lot of new knowledge and information about business in real world. From this study, I also managed to find what is the business skills that must have in every entrepreneur in order for them to sustained their business steadily so that all of the obstacles faced by the business owner can be improved from time to time. Not just on that, through this research that I'm did in this case study, it gives me the opportunity to learn more in details about the variety of cakes, bun and any other desserts in pastry industry which related to my chosen company.

Smiling Orchid Bakery & Cake are a types of bakery business that specialist in selling all types of cakes, hot bun and pastry which located at Tanah Merah, Kelantan. This bakery make up the competition by selling their products at a more affordable price for all the community. The company also promote their business and products through advertisement in the social media such as Facebook where they update any new promotion and discounts that are available for their customers. Despite, in this company they allow their customers to make the order by choosing from their company photo albums or they also can bring cake photo that they prefer so that this bakery can make the "custom made" cakes for any types of events in order to achieve theirs customer satisfaction.

The company vision is they aim to create a new product every years so that their customers would not be bored of the same products. Their mission is to create a bakery that will provide best quality baked goods on site and also providing training classes to those who interested to learn cake and pastry baking. They also have objective which they wish to be a well-known pastry shop in Kelantan.

2.1 INTRODUCTION

Entrepreneurship education seeks to provide student with the knowledge, skills and motivation in order to encourage entrepreneur in a variety of settings. An entrepreneur is an individual who organizes, manages and assumes the risks of a business and together with accept opportunity of creating, operating and growing a new business until they become successful.

Based on this case study, I need to find one small and medium enterprise (SMEs) in Malaysia or partnership company that their capital not exceed RM 250 000 in a year plus that company must registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). In this project, I make a case study on a company for the purpose to know about their company background's, entrepreneur profile, their achievements and management. I can learn about a company in real life especially in terms of the nature of the company. Despite, through this case study it can helps me to improve my knowledge in doing business plan later. Actually, the objectives of this case study is to access application on theories and concepts learned in lecture to real life situation.

In conclusion, this project is good to the student as the students can study about the business in their life. Next, I also can do research to look for information on my chosen company. Even though, I cannot go and see the production in face to face due to these new norms of Covid-19 but, I'm be able to get enough information regarding my chosen company through interview via WhatsApp with the owner Mr Kenny So Yu Cheng as well as reading and research via Internet. Despite, before this I also had been experienced to be one of the customers of this bakery too. So, as a result, this opportunity has given such a good experience for me as I already know quite a lot of information regarding to this business especially about their quality of the products.

2.1.1 BACKGROUND OF COMPANY

Smiling Orchid Bakery & Cake is located at 473, Jalan Dato Nik Mustapha 17500 Tanah Merah, Kelantan. This bakery was established in 2003 and their factory was established to produce the product in 2011. This company already operated 15 years in the bakery industry. Before the establishment of the factory they produce the product at the shop due to the increasing demand they open up a factory to manufacture the product by their own.

Smiling Orchid Bakery & Cake is owned by Ronald Toolseram and Kenny So Yu Cheng. This bakery is a partnership between two people. This bakery has around 10 staff including the manager, cashier or even cake and bread department workers. Actually, this bakery also has their own factory that supply bakery stuff and ingredients in making cake for their business. The capital shared by the both partners to open this bakery is equivalent to RM 100 000.

This is a stable company that can give opportunities to the local people to work in their hometown. They also have promotion and receive many orders if there is any special occasion such as Mother's Day, Teacher's Day, Valentine's Day, Anniversary's Day, Wedding's Day, Engagement's Day, Birthday Celebration and National's Day. This will increase their sales for that month. Despite, this bakery shop located in the city of Tanah Merah where it is easier for the customer to spot their shop. The customers of this bakery consist of variety of community such as government workers, private institution workers, students and villagers. Besides, this company also promotes their business through their Facebook account in order to provide information to customers about their product offers as well as it also act as a platform for taking order by online booking from their customers. By doing this, the customer will stay updated for any promotion offered on any special days.

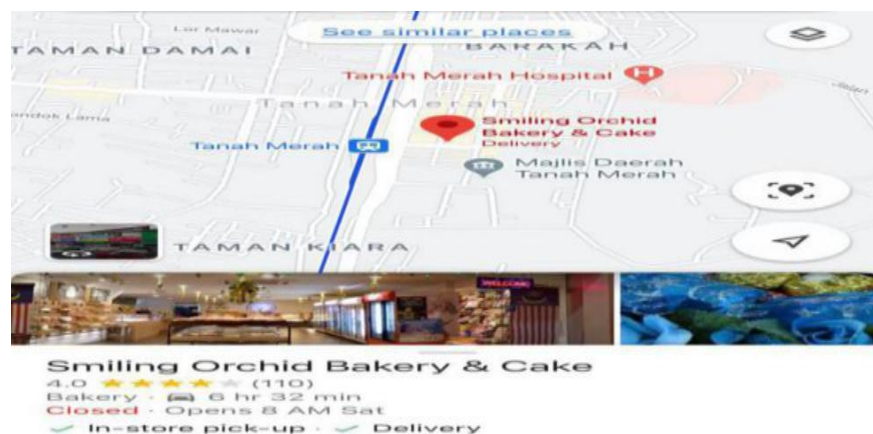


Figure 1: Location of Smiling Orchid Bakery & Cake