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Cawangan Kelantan
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DIPLOMA IN PUBLIC ADMINISTRATION
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITY TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300
CASE STUDY
MF DELICIOUS ICE CREAM CAFÉ

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SUBMITTED DATE:

19 NOVEMBER 2020

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1.1 EXECUTIVE SUMMARY

This case study report is for the Fundamentals of Entrepreneurship (ENT300), consists of the information and the analysis of one business that has been chosen. During this pandemic season, I use several platforms in internet such as Facebook, Google and also Instagram for collecting the information that required to be added in this case study.

Based on those platforms and social medias that I use followed by my observation, I have received some information about the business's background, organizational structure, the profile of the entrepreneur or the owner of the business and also the products of the business followed by the services served by the business. I also managed to get the photos of the premise, the owner and also the products of the business.

Besides, based on my research on this business, I managed to investigate several entrepreneurial characteristics or PEC (Personal Entrepreneurial Competencies) of this business that I have choose.

2.1 INTRODUCTION

I decided to choose MF Delicious Ice Cream Café which located at Lot 2, Jalan Parameswara Taman Guchil Jaya, 18000 Kuala Krai, Kelantan, for this case study as I required to find one business that their profit not exceed RM10,000 in one month and not exceed RM250,000 for capital in a year. I choose this business to evaluate and analyse the business profile and its competencies by making research through online platforms and based on my observation. For this study case, I required to choose a business which is enterprise and must be legally registered with Companies Commission of Malaysia (SSM). Therefore, I choose MF Delicious Ice Cream Café to know the background and the characteristics of the business itself. Therefore, this case study has the objective which to approach the theories, concepts followed by the entrepreneurial characteristics that have been learned in lecture and relate them in the real life and situation.

2.1.1 ENTREPRENEUR PROFILE



Figure 1 - Owner of MF Delicious Ice Cream Café

Muhammad Fattah who lives in Kuala Krai, Kelantan, Malaysia is an entrepreneur. He started his business in 2016 which is he produce his own ice cream with a various flavour and various basic types of ice cream such as in cone, roll and stick. Later, Fattah also shows his skills in producing cakes which made from the ice cream, or also called as ice cream cake, as one of the types of his ice cream products. He first involves himself in the ice cream catering activities which for the events such as birthday party and wedding ceremony. He then opens up his own café and promote his own products of ice cream in the café in 2017 and three years later, which is in 2020, he succeeds to amplify his café in other location with more menus.

2.1.2 BUSINESS PROFILE

Profile

MF Delicious Ice Cream Café is a product and services-oriented café and an enterprise, owned by a man entrepreneur named Muhammad Fattah, where the name of the café is the combination of his name and his wife, Mira. The original year of the business is 2016 where the ice cream was produced and sell as catering, and then it becomes a café which is the figure in the fourth page is the current location or café that established and built in 2020, which previous one is opened in 2017 near Sekolah Kebangsaan Banggol Guchil. The current MF Delicious Ice Cream Café is located in Lot 2, Jalan Parameswara Taman Guchil Jaya, 18000 Kuala Krai Kelantan. The main product of this café is ice cream which has many types and different flavours, then the owner added more different western meals such as spaghetti and also chicken chop, followed by other meals. The café opens every day except for Wednesday, from 12.00pm until 10.00pm. MF Delicious Ice Cream Café use several platforms of social media to attract people and promote their products such as in Instagram and also Facebook.

MF Delicious Ice Cream Café is a sole proprietorship enterprise business. This café consists of eight staffs and employees which including the owner wife who work as a cook in the kitchen. One of the staffs is responsible as the cashier and two of them prepare the ice cream products to be served. Besides, two of the staffs are required as waiters followed by cleaning and pick up the dishes while the other three including his wife are responsible to be in the kitchen where they are the cooks for the meals other than the ice creams. The ice cream is fully made by the owner, Muhammad Fattah.