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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

LAPIS SARI BAKERY AND CAKE SHOP

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1. EXECUTIVE SUMMARY

Lapis Sari is recognized by many people all over Malaysia especially in Kuching, Sarawak where it is basically based in. Lapis Sari is a family owned bakery and cake shop and is managed by an optimist, wise and smart woman, Puan Sharifah Noralami. We admire her passion and her standards in making excellent quality products for her customers. We believed that is how she can maintained to be one of the best selling Kek Lapis in Malaysia.

We managed to asked her our deepest curiosity in running business and we gained so much information, business tips and fun facts about business that will be very useful for our future business profession.

Although they can be the best-selling Kek Lapis in Malaysia, they also be facing various kinds of problems in their business and as a businessman/businesswoman, Puan Sharifah Noralami have to come up with good solutions in order to solve the problem. We all aware that when you are running a business, there will always be competitors who want to do better and want to sell more than you. That is one of the business challenges that Lapis Sari have to encounter.

Besides that, Lapis Sari also encounter difficulties in managing her workers. We figured out that when you are recruiting workers for your business, you have to be specific on the job scope and need to be very strict as a manager. Teaching a human being to be productive and discipline at work is a lot of work itself. Therefore, how you play your role as a manager is very crucial here.

Other than that, we also figured out that Kek Lapis is not just a cake. It is actually a work of art and one cannot make a Kek Lapis with just basic knowledge. One have to be experienced, smart and creative to create and improvise their items. We acknowledge that Lapis Sari find it hard to find a worker who is excel in making Kek Lapis. Overall, this interview that we had conducted brings so much new information and motivation for us to start our own business. We understand that there will always be problems in running a business, no matter how big or small the problem is, how you managed to solve it is what matters and trying harder is the 'mantra' to be on the success road.

2. INTRODUCTION

The outline background of the case study was meant to expose the students to the world of business, to provide the students with the knowledge of entrepreneurship, skills and also to encourage the students to get involve in the entrepreneurship. This case study might help the students to enhance their skills in their business as they already know the basics of the entrepreneurship.

For sure when someone open up a business, the main concern is how they can achieve their target or profit. This is one of the reasons why entrepreneurship education is important as it focuses on the development of skills or attributes that enable the realization of opportunity. Furthermore, by doing this case study the students can improve their communication skills and gain knowledge on how to manage the business as some students might not like to work under company or any organization because they are more interested on entrepreneurship so this is their chances to gain knowledge and skills to open up their business.

However, to be an entrepreneur, there are many challenges that have to be overcome. One of them is financing. The experienced entrepreneur have a few advantages over newcomers as they might have a pool of capital from a previous business that they sold or revenue that they can use to fund a new business's cash flow. While the newcomers must use their own money or get loan from bank to set up a new business.

Next, the challenge that have to be overcome is team building. This might be hard if you have never managed a team before or lack of leadership. Even if you have management experienced, picking the right team for a start up is stressful and tough as it will be difficult to find candidates that fit the certain roles. You also need to consider their cost to the business and how they will work as part of your overall team.

With the help of case study, the students can improve their skill in decision making as an entrepreneur. This also will make them ready physically and mentally to overcome a challenges or problems to become a successful entrepreneur and make their business become well known around the world.

Products and Services

Lapis Sari Bakery and Cake Shop sells traditional Sarawak layer cake. The cake comes with tester that have more than fifty flavour such as 'kek lumut', 'hati parek', 'kek belacan' as the signature cakes and many more. It also offers another supplementary bakery product such as a variety choices of pastries food. Lapis Sari's signature product price range is from RM10 to RM100 according to the volume of the cake product. For example, 4x8 of the cake is RM50 and the 8x8 of the cake will be charged rm 100. The cake price is depending on the customer's order whether they want premium cake or regular cake. Lapis Sari Bakery and Cake Shop also provide delivery services to their customer around the Kuching,

Business, marketing and operational strategy.

The capital that has been invested to start up Lapis Sari Bakery and Cake Shop is RM500,000 which includes machines such as convection oven, dough kneading machine, bread slicing machine, packing machine, spiral mixer, dough proofing machine and many more. The company gained a normal profit on the normal working day and the company will gain a supernormal profit on festive season such as Eid day, Chinese New Year and other festive season such as Gawai Festival.

Meanwhile for operational strategy, Lapis Sari operates every day in a week. Starting from 8.00 a.m. until 11.00 p.m. on Monday to Friday and from 9.00 p.m. to 5.00 p.m. on Saturday and Sunday. This cake shop has two shift, day and night shift on weekday while weekend only one shift. The staff that work on the day shift will be given an off day on Sunday thus the night shift will be given off day on Saturday.

The overall operating expenses for Lapis Sari are RM30,000 per month which includes rent, utilities, raw material and others.