



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



MILLION BAKE HOUSE

. BAKING INGREDIENT .

CASE STUDY: COMPANY ANALYSIS

MILLION BAKE HOUSE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

**FACULTY & PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT &
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
FINANCE**

SEMESTER : 4

PROJECT TITLE : REPORT ON CASE STUDY BUSINESS MODEL CANVAS

NAME : NUR AZUASYUHADA BINTI HASAN BASRI (2020959543)

RAIHANA SYAKIRIN BINTI RAZUAM (2020967567)

NURUL NATASYA BINTI SURANI (2020952671)

NUR UMMAIRA BINTI ABD KARIM (2020702825)

NUR ANISAH BINTI A RAMAN (2020904381)

GROUP CLASS : BA242 4A

LECTURER : MADAM ZAINAH BINTI JALIL

TABLE OF CONTENT

LIST OF FIGURES	4
EXECUTIVE SUMMARY	5
1.0 INTRODUCTION	6
1.1 BACKGROUND OF THE STUDY	6
1.2 PURPOSE OF THE STUDY	6
2.0 COMPANY INFORMATION	7
2.1 BACKGROUND.....	7
2.2 ORGANIZATIONAL STRUCTURE.....	8
2.3 PRODUCTS / SERVICES	8
2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY	9
2.5 FINANCIAL ACHIEVEMENTS	9
3.0 COMPANY ANALYSIS	10
3.1 BMC DIAGRAM.....	10
3.2 DESCRIPTION OF BMC	11
Key Partners	11
Key Activities	12
Key Resources	12
Value Proposition	12
Customer Relationship	13
Channels	13
Customer Segments	14
Cost structure	14
Revenue Streams	14
4.0 FINDINGS AND DISCUSSION / RECOMMENDATION	15
5.0 CONCLUSION	17
REFERENCES	18
APPENDICES	19

LIST OF FIGURES

FIGURE 1: ORGANIZATIONAL STRUCTURE

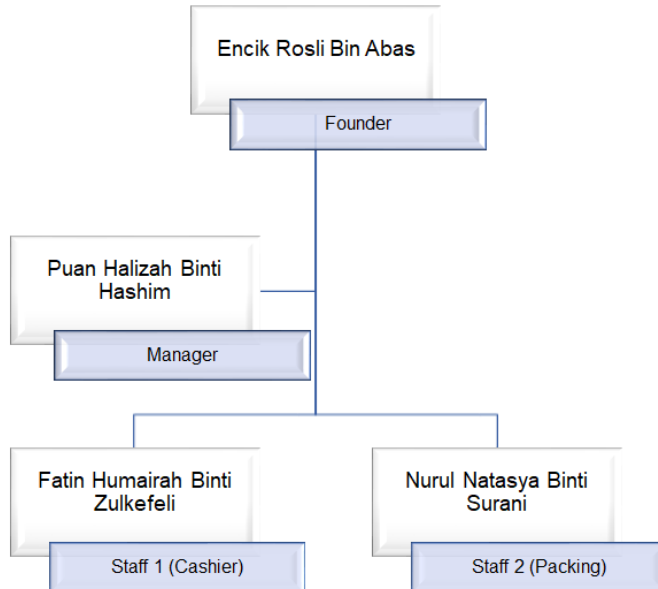


FIGURE 2: PRODUCTS AND SERVICES



Allianz etiqa Takaful
Liberty Insurance takaful.malaysia
IKHLAS
KAMI MENYEDIAKAN PERKHIDMATAN :
MEMPERBAHARUI
INSURANS KENDERAAN
CUKAI JALAN (ROADTAX)
INSURANS KEBAKARAN
ROSLI : 019-7723611

EXECUTIVE SUMMARY

Million Bake House is a small shop that supplies and sells cake and bread ingredients. The business is owned by Encik Rosli Bin Abas. The business was established on 1 November 2014 and the company was located in Johor Bahru. Overall the business sale focused on ingredients such as whipping cream, flour, cheese, butter, and other basic ingredients for bread and cake. In addition, this shop offers other services such as road tax renewal. Furthermore, they provide their customers the option of ordering through a delivery system that hand-delivers to its customers due to customers who are unable to go out to the shop on their own. The part of the uniqueness that attracts the attention of its customers because the shop owner is a Malay compared with other nearest competitors who are mostly Chinese. It benefits the surrounding community which is mostly Malay. Although this business has social media such as the official website and Facebook, it is not used as much as possible. Therefore, the great opportunity in line with this age of technology should be used preferably by regularly doing promotions on social media.

The target market consists of families and bakers can be further extended to other groups such as children. It is run by Mr. Rosli and assisted by his wife in the management of the shop as well as the employees involved in the rented building. In addition to offering low prices along with quality products, payment systems that are in line with the age of technology such as cashless payments also facilitate customers. The support of Malay small traders is also applied because it is the only shop with Malay owners if compared to the surrounding Chinese competitors. Relationships between customers should also be a priority to give appreciation to those who trust the products and services offered by giving them special discounts. Social media platforms are used as a place to market their products in addition to getting users from word of mouth consistently. The costs involved are either fixed or variable such as store rent, transportation costs, utilities and working capital. Costs vary depending on the festive season due to high demand. Therefore, the entire sales revenue is from the business itself and can be further expanded if it diversifies services and sells products throughout Malaysia.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Madam Zainah Jalil, our instructor, requires us to conduct a case study by interviewing the chosen business. We must interview to gather additional information about the company or business to identify the problems that the company is experiencing. Following that, students should assess the situation and find a solution to any issues that may have arisen. However, by doing this case study analysis we will be able to analyze, apply knowledge, reasoning, and conclude. This case study implies that students will develop an understanding of how businesses operate. As a result, this case study is an excellent platform for teaching students how to solve problems.

Million Bake House, a supplier, and reseller of bread and cake ingredients was the subject of the case study. Our team member was interested in learning more about the issues that this company is dealing with. In addition, this case study also includes analyzing the business model canvas and the major problem faced to achieve a stable business. These subjects provide students with the understanding, skills, and inspiration needed to succeed as entrepreneurs in a wide variety of businesses. We gained more knowledge about how to run a business in real life and it can be applied in the future. Entrepreneurship education aims to provide students with the skills and motivation to conduct business and focus on the best way to run a small business.

1.2 PURPOSE OF THE STUDY

The purpose of this case study is to give information about how the business operates. Everyone has their reasons why they start an entrepreneurial business. This type of ownership study is also known as individual entrepreneurship or sole trader, which means the business is owned and controlled by one person, also means there are no legal distinctions between business entities. The target market is the most crucial aspect of establishing a business. Understanding the targeted customers will determine every decision we will make. Owners will try their best to improve product quality. They will serve products with fresh ingredients and always keep the premises clean and tidy. In addition, employees are the internal customers of the business and will be the ones who will deal directly with the customers. Owners believe that improving employee and business performance is the best way to attract customers. Having skilled employees is a huge advantage to help a business's growth.