



اَبُو سَيِّدِي تَيَكُونُ لُو كَي مَارَا  
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**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

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## Executive Summary

The following is a report of a business of Merah Jambu Dessert & Café that is known as a successful and stable company and has been chosen by our group to be interviewed on how they run their business, what type of business they do, and several other information that we require from Merah Jambu Dessert & Café, Puan Noorhazila Bt Zainudin, the proprietor of Merah Jambu Dessert & Café, agreed to meet with our group. This interview was done using Google Meet, an online platform. The interview went well, despite the fact that we had a lot of difficulties writing the report for our topic requirement. Merah Jambu Dessert & Café, located at Jln Besar Kg Jaya Setia Bestari Jaya, Batang Berjuntai, Selangor, was founded in 2010, and their business has grown steadily since then. Despite this, they face some obstacles when growing their business.

Aside from that, their company focuses on the cake, dessert, and western food. This store is open daily from 8 a.m. to 8 p.m. The shop makes a variety of cakes at reasonable prices. There is competition from other bakers, but this does not deter Merah Jambu Dessert & Café's determination to grow. This Merah Jambu Dessert & Café has four full-time employees and four part-time employees. According to the owner, this Merah Jambu Dessert & Café previously had some problems that made customers decrease, however, after hiring a marketing strategy, sales at this Merah Jambu Dessert & Café continued to increase. The Merah Jambu Dessert & Cafe' is a little hidden, but it doesn't stop customers from going to buy and dine there.

Last but not least, it is important for a business to evaluate its performance through SWOT analysis as it can help to improve the business's performance. This is due to the fact that the analysis helps to revise the business's advantages and disadvantages while also evaluating the business's plans and business's strategy. The vision of the business is to compete in the arena of business while their mission is to achieve the level of professionalism that has the ability to compete in this era of globalization despite the gaps and hardships while proving that Malays can also be successful in business.

## **1.0 Introduction**

### **1.1 Background of The Study**

The course is beneficial to students interested in starting up a company, purchasing an existing company, or working in start-ups or companies. The foundations of the entrepreneurial process, such as value creation, opportunity recognition, creativity, and mobilising people and resources, are embedded in this course, which emphasises "learning by doing."

This course requires students to conduct case studies on any business or firm. Students are required to conduct interviews with any business or corporation to learn about the challenges that the company or business is facing. As a result, students will analyse the problem and devise a solution to solve it. By completing this case study, students will gain an understanding of how a company runs and operates its operations. In this case, we're conducting a case study of Merah Jambu Dessert & Café, a company that provides cakes and western food. We will find out more about the problem they're having.

### **1.2 Purpose of The Study**

The main purpose of this case study is to investigate the key to an entrepreneur's success in their business while learning how they operate their business. Also, to analyse the objective and strategies used by Merah Jambu Dessert & Café, the marketing strategies, company financial, SWOT analyses, discuss the major issues face by the company and the solution of the problem.

Entrepreneurship education also provides aspiring entrepreneurs with the skills and knowledge required to launch their own business concepts and initiatives. This includes assisting students in learning about core business functions such as marketing, operations, administration, and finance.

## 2.0 COMPANY INFORMATION

### 2.1 Company Background

The owner of Merah Jambu Dessert and Café started her business as a home baking in 2010 at Lot 728 Jalan Besar Kampung Jaya Setia Bestari Jaya, Batang Berjuntai, Selangor. After a while, the owner decides to step up her business with open her own pastries shop. Back then, the name of the company is not Merah Jambu Dessert and Café but Ziladelite. In 2020, the company rebranding their company name to Merah Jambu Dessert and Café. The reason for the owner choosing that name because the café is decorated with pink interior. Instead of using pink as her café name, she more prefers using “Merah Jambu” as her café name as it easier for people to remember and pronounce. The reason of why she rebranding her café is because she thinks that the name of Ziladelite is less impact to the customer.

