

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

CASE STUDY



**“APPLE BAKERY”
COMPANY ANALYSIS**

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EXECUTIVE SUMMARY

Apple Bakery

Apple Bakery is a start-up bakery retail establishment located in Bertam, Melaka. Apple Bakery expects to catch the interest of a regular loyal customer base with its broad variety of pastry products. The company plans to build a strong market position in the town, due to the partners' industry experience and mild competitive climate in the area. Apple Bakery aims to offer its product at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.

Apple Bakery is incorporated in the state of Melaka. The business is a sole proprietorship. It is managed by their owner, Mrs Nurhaslinda. Mrs Nurhaslinda has extensive experience in sales, marketing and management. The company intends to hire two full-time pastry bakers and two baristas to handle customer service and day to day operations.

The bakery provides freshly prepared bakery and pastry products at all times during business operations. Six to eight moderate batches of bakery and pastry products are prepared during the day to assure fresh baked goods are always available.

The retail pastry industry in Melaka has recently experienced rapid growth. Apple Bakery wants to establish a large regular customer base, and will therefore concentrate its business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to ensure stability of the business.

Apple Bakery anticipates sales of about RM 300,000.00 in 2019 and the profitability for 2020 is down. Even though they still have a profit, it's still worse compared to previous years. But it happened unexpectedly due to Covid-19 pandemic. The whole economy globally is facing the same impact.

The bakery aims or mission is expanding the production of quality bread products through a sustainable production technology application. Besides, they want to offer high quality products to customers.

1. INTRODUCTION

1.1. Background of the study

This case study is prepared as a guide for the making of a business plan. By doing this study, it managed to show the real life situations of a business. Case study can assess application on theories and concepts learned in class to real life examples. Through case study, we are able to improve communication, enhance team work, improve problem solving and decision making skills.

The study is on Apple Bakery products that sell a multiple number of cakes, breads and doughnuts. The bakery has been chosen because it has the similarity as our business, Sedap Dough that sells doughnuts as our main product. The focus of this project is to know the problem of the bakery and after three hours of interview with the owner of the bakery itself, we managed to detect the weaknesses which are not enough manpower and the business location is not strategic.

The owner, Madam Haslinda has shared the business information such as on their background, organizational structure, financial achievement, the company's S.W.O.T. and our main focus, the business problem. Other than that, this study shows our skills to recommend and improve in giving alternative solutions to solve the problems that the bakery faced. From this, we learn how to start our business "Sedap Dough". Overall, this case study shows us a new perspective in being a true entrepreneur.

1.2. Problem Statement

We live in rapidly changing times especially in business. As a result, a single generation of business had to adapt the new entirely marketing channels such as websites and social media to decide how to grow the business and how to invest in and utilize the new technology and compete around the global stage.

One of the side effects of rapid changes and growth is that no one manager or any employee can be expert and know to solve any problem or any situation in business. Perhaps always true but it has never been more apparent. In our opinion, this is why bringing on consultants helps the manager add the skills and expertise they need to prevent particular problems at particular times and can also provide any possible outcomes. Just a few of the challenges we see the business facing that are best addressed with the help of consultant include:

1. Uncertainty about the future

Being able to predict customer trends, market trends, etc is vital to changing the economic climate, but not every manager has Warren Buffet - like predictive powers. Bringing in a consultant trained in reading and predicting those all important trends could be the difference between a bright future one.

2. Competencies and recruiting the right talent

A small size level business might not need full time human resources or recruiting staff but during the peak growth periods, the business needs to find the right people and develop the right skills and competencies in order to be successful in future.

3. Maintaining reputation and customer service

Customers can voice any displeasure so much more publicly and loudly. So, businesses need to monitor and maintain their service and online reputations. Moreover, it is an important task so a business can manage one best suited person to a third party who can monitor and maintain with a certain amount of distance and also can find ways to improve the customer service so that customers can go to the website and share their satisfaction of service just quickly.