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ENT530

PRINCIPLES OF ENTREPRENEURSHIP



CASE STUDY: COMPANY ANALYSIS

“WARONG AISKRIM D’NANZ”

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EXECUTIVE SUMMARY

Warong Aiskrim D’NANZ is a family business operated by two married couples, Mrs. Azliza and her husband, Mr. Adnan and help by their 3 children as a worker. Their first outlet was launched in November 2020 in Klebang Beach area. They started this business since 2014 by provide a service such as kiosk, order from home and for private events such as wedding and birthday party.

After brainstormed the idea of the product that they want to sell, they decided on producing ice cream business and took a course of making ice cream to build their own business empire. For D’NANZ Ice cream’s business strategy, they sell their ice cream at the cheapest price so that everyone can afford to buy their product. Starting with using flavours that bought at a bakery, they started to improve their recipes by using the real fruit itself such as “kelapa pandan” and “durian” because they figured out that using the real fruit makes the ice cream taste better. They came out with this idea so that their customers could eat the ice cream as well as the coconut while they scoop the ice cream inside the coconut.

As for case study, we conduct an interview with the founder of Warong Aiskrim D’NANZ to collect information that related with syllabus of Principles of Entrepreneurship. There are nine (9) elements of Business Model Canvas that we used to identify how exactly this family business works and how they manage the marketing and operations strategy to survive in the business market despite the condition of economics and other issues faced by Warong Aiskrim D’NANZ.

The major problem facing by Warong Aiskrim D’NANZ is a sharp decline in sales revenue for 2 years since Movement Control Order was announced on March 2020. In addition of the major problems facing by this business is lack of marketing. Main causes of this major problems are lack of skills in managing social media and market segmentation. This business is open to all types of consumers as they sell variety of homemade ice-cream yet it is less well known in the market.

There are some advantages and disadvantages for each solution that we provide for Warong Aiskrim D’NANZ such as building a sales and marketing team within the company is that the company can determine the most successful approaches with a more well-defined strategy and building more engagements with social media audiences is the risk of negative publicity.

1. INTRODUCTION

1.1. Background of the study

A case study is a description of an activity, event, or problem that includes a real or hypothetical situation as well as the complexities you'd face in the workplace. Case studies are used to demonstrate how real-life complications influence decisions. A case study is a method of analysis as well as a specific research methodology for studying a subject. Analysing a case study requires you to practise applying your knowledge and your thinking skills in a real situation. To learn from a case study analysis, you will be "analysing, applying knowledge, reasoning and drawing conclusions" (Kardos & Smith 1979).

Case Study Assignment for subject Principles of Entrepreneurship (ENT530) is one of the compulsory assignments that we need to complete as a group. As for this assignment, we need to prepare a case study report regarding small or micro business and collect all the information needed by conducting an interview with the owner or founder of the business.

1.2. Purposes of the study

The purposes of the study are:

- To identify the business background including product or services provided by the business and also marketing, business and operational strategy.
- To analyse the Business Model Canvas for this business by using all nine (9) elements that we have learnt through this subject.
- To identify the major problems face by the business and what are the main cause for the major problems.
- To identify the alternative solutions for major problems of the business and evaluate it in terms of advantages and disadvantages.

2. COMPANY INFORMATION



2.1. Background

D'NANZ Ice cream was established on 2014 by Puan Zaliza and her husband, Tuan Adnan until today. The business named is a combination name of the husband wife, D stands for "Dak" nickname called by people in Melaka, Nan is the husband's name; Adnan and Z is the wife's name; Zaliza.

The couples were a former banker and both of them decided to resign. They stand on their own feet themselves and decided to start a new business together with their own savings. After brainstormed the idea of the product that they want to sell, they decided on producing ice cream business and took a course of making ice cream to build their own business empire. They kept on practising on making ice cream day by day until they found the best recipe and started to sell their product publicly.

At the beginning, the couples started selling their products in front of schools and for wedding reception before they opened their own café in Melaka and had some agents in order to widen their business. Unfortunately, Malaysia started Movement Control Order (MCO) on March 2019 and they lose all of their agents as everyone is restricted to quarantined themselves which affected their business because people are not allowed to go out of their house which disrupted their business progress. Now they owned a café, food truck and a factory besides being supplier in a lot of food stalls around Melaka, Muar, Johor and Sungai Besi, Selangor.

2.2. Products/Services

Products	Name of Products	Price
	<ul style="list-style-type: none"> Aiskrim Kelapa Pandan 	<ul style="list-style-type: none"> RM 6
	<ul style="list-style-type: none"> Aiskrim Durian D24 	<ul style="list-style-type: none"> RM 3 (per scoop)