PRINCIPLES OF ENTREPRENEURSHIP
(ENT 530)

CASE STUDY
"LUCKY SIS CAKE BAKERY"

PREPARED BY :

2020963147   NUR HAFIZAH BINTI NAZRI
2020776311   NUR MASHITAH BINTI ABDUL RAHIM
2020586649   NURSYAFINA BINTI MOHD SHUKOR
2020593625   NUR FARAHIN BINTI AHMAD AZHAR

PREPARED FOR :

MDM NOORAIN BINTI MOHD NORDIN

SUBMISSION DATE :

14th NOVEMBER 2021

TABLE OF CONTENT

1. EXECUTIVE SUMMARY

Lucky Sis Cake Bakery is one of the most popular home-baker that based in Malacca. Founded in 2018 and Lucky Sis Cake Bakery aimed to be one of the most top-seller home-baked product in Malaysia. The main purpose of this case study are to analyze the business model canvas that had been used by Lucky Sis Cake Bakery throughout her business journey.

A business model describes the rationale of how an organization creates, delivers, and captures value. Meanwhile, a business model canvas is a tool to create and analyze business models. However, business model canvas consists of nine main building blocks that includes Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partners and lastly Cost Structure.

From this case study also, we also highlighted few recommendation for Lucky Sis Cake Bakery to overcome the obstacles and building blocks that occur in their business. We hope that this case study report meet up all the requirements that already set in this subject ELC530, Principles of Entrepreneurship .

2. COMPANY INFORMATION

Company's Name	Lucky Sis Cake Bakery
Founded in	2018
Business Type	Sole Proprietor
Industry Profile	Food
Number of workers	5 (five)
Operation Hour	8.00am until 6.00pm
Location	Klebang, Malacca
Types of product	Dessert, cake, bouquet and goodies
Social Media	Instagram @luckysiscake
Factors in selecting proposed business	• Provide a variety of dessert and cakes choices for costumer • Love to bake and would love to share own recipes to the customer • To help increase the economy status of her own family
Future prospects of business	• Open more branches in whole Malaysia • Open a job opportunity to those who interested in drop-ship or agents

3. COMPANY ANALYSIS

Customer Segments	Lucky Sis Cake Bakery served all level of customers who loves cake, desserts as well as bouquet for gifts on special occasion. Lucky Sis Cake Bakery aimed to fulfill all the requests from its customers in order to be one of the top-seller baker in Malaysia.
Value Proposition	Lucky Sis Cake Bakery offered variety of cakes and desserts. Among the flavour that Lucky Sis Cake Bakery are Fudge Chocolate Cake, Carrot Cake, Caramel Cake, Butter cake with lemon icing, Red Velvet Brownies, Neapolitan Cake with Frosting Rosettes, Celebration Cake (that includes birthday cake, anniversary cake and more), Sponge Cake with Raspberry Pavlova Cream and many more. Lucky Sis Cake Bakery also handle last minutes order and provides delivery service.
Channels	Lucky Sis Cake Bakery promoting their business mainly through their Instagram account and whats-app business. Lucky Sis Cake Bakery also received a very good and excellence testimonial from her existing customers who previously ordered.
Customer Relationship	Lucky Sis Cake Bakery have a very dedicated baker and customer relation officer. This will help Lucky Sis Cake Bakery to give a special service to all of its customer. Lucky Sis Cake Bakery used personal and automated segments for its customer. As for personal segments, Lucky Sis Cake Bakery's customer relation officer will personally attend to all custom requirement from customer. For example, customer might request for custom decoration as well as flavour of the cake due to different celebration and events. Meanwhile, for automated segment, Lucky Sis Cake Bakery