

THE ENTREPRENEUR

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PUAN CHE
ZAMILAH

*a STORY OF an
ENTREPRENEUR*



PREPARED FOR:
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BIN OSMAN



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TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

**CASE STUDY : A STORY ABOUT AN ENTREPRENEUR
FUNDAMENTALS OF ENTREPRENEUR
(ENT300)**

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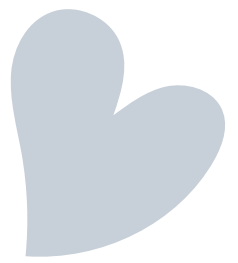
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History and Background Of House of Healin



ZMH Warda Enterprise House of Healin started joining Gamat Healin & AG2000 products since 2002 as the only outlet in Alor Setar, Neger Kedah Darul Aman. Until 2005, this company has grown and has been appointed as Konsesi Negeri Kedah Darul Aman by Syarikat Induk Healwell Pharmaceuticals Sdn. Bhd. to expand the market in the Northern Zone of Peninsular Malaysia. Until today, this company is already 6 years old in healthcare and beauty based on Gamat Healin & AG2000 products which are capable and able to grow better in the future. As a result of this company's efforts, now this company already has 18 outlets all over the area under the sponsorship of ZMH Warda Enterprise including 1 outlet in Kangar, Perlis. The company also intends to open another 4 outlets for the purpose of expanding the market and increase sales revenue and make it easier for customers to obtain the product of Gamat Healin & AG2000 simple and pure.



Pictures of House of Healin

