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UNIVERSITI
TEKNOLOGI
MARA

ENT 530:

PRINCIPLES OF ENTREPRENEURSHIP

GROUP ASSIGNMENT
CASE STUDY

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TABLE OF CONTENT

NO	TITLE	PAGE
1	Executive Summary	3
2	Introduction	4
3	Business Information <ul style="list-style-type: none">• Background• Organizational Structure• Products/ Services• Business/ Marketing/ Operating Strategy• Financial Achievement	5-7
4	Analysis Business Modal Canvas	8-12
5	Propose Interventions	13
6	Conclusion	14
7	Appendices	15

EXECUTIVE SUMMARY

KOPERASI UITM BERHAD is a retail store that in service in Kolej Dahlia, UiTM Puncak Alam. And this store have a contract with UITM to operating at Kolej Dahlia which is starting at 01 July 2016 until 30 June 2019. The owner of this shop is Encik Ahmad is responsible in everything to operating this business smoothly. Encik Ahmad have been experience about 2 years working as an owner of printing and binding service at UITM SHAH ALAM before he got the contract at UITM Puncak Alam.

His target market is mostly for a students who lives at Kolej Dahlia and also the lecturers. It is because KOPERASI UITM BERHAD serve a binding and printing services which is suitable for students to print out their assignment and to buy the stationery if needed.

Other than that, KOPERASI UITM BERHAD also offer the cheaper price compared to their competitors surrounding them. And also, they provide the best quality for their customer in printing and binding services. The operating time of this shop is every day and will open it 9 a.m until 10 p.m.

INTRODUCTION

All the UITM student who takes their study at bachelor level to take Principle of Entrepreneur subject or ENT530 to give guidelines and expose all the students to take business orientation. In this course, students will conducting this case study any business or company that have been registered under SSM even the smaller company. All the student required to meet and interview the company or business that they have choose. After that, student should analyze the problem and find the solution for any problem the company have. The benefit of this case study is students will be more alert in conducting business someday. Next benefit is student will be opened on how company run and operating their business. Thus, this case study is a good medium to teach student how to solve all the problem someday.

NATURE OF THE PROJECT

It is describing as the sales and marketing, strategy, and the financial background, and containing a projected profit and loss statement. A business plan is also a road map that provides directions so a business can plan its future and helps it to avoid any problem that might be happen in future.

PURPOSE OF THE PROJECT

The reason why we conduct this case study is to investigate what is the key of successful entrepreneur in their business and how the entrepreneur faced the problem arose in their business. This case study also want to know the best way to solve the problem as the owner have a great achievement.

COMPANY INFORMATION

BACKGROUND

KOPERASI UITM BERHAD is a shop that provide stationery, office equipment and also printing service in Kolej Dahlia, UiTM Puncak Alam. The business located at Kedai No. 6, Kolej Dahlia, UiTM Cawangan Selangor, Kampus Puncak Alam. The owner of the business is Encik Ahmad. It offers the full range of print services to a variety of students from the age of 18 years old and above. It is a one-stop shop for all your printing requirements. Their customized solutions are tailored specifically to the student needs, ensuring the best results every time throughout the prepress, printing, finishing and binding process.

They believe in creating value for our customers who are looking for the highest quality of printing in Puncak Alam. Their strong reputation is built on the successful delivery of all assignments, no matter how challenging the brief or how tight the timeframe. Besides, they collaborate with the customer to understand their requirements fully and to provide the optimal results using the highest specifications appropriate for their budget.

ORGANIZATIONAL STRUCTURE

