



UNIVERSITI TEKNOLOGI MARA (PUNCAK ALAM) SELANGOR

CASE STUDY ENT- 530 PRINCIPLES OF ENTREPRENEURSHIP

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EXECUTIVE SUMMARY

Important component of project/ activities

Strategic Planning

Understanding the marketplace, the wider industry and competition is necessary so that the specific business objectives of the project can be well-defined and, more importantly, meet a genuine need, or anticipated need, within the market to which the end-product will be targeted. For example projects in small organisations marketplace such as SME business may be a small internal team or department but the concept of understanding them and their objectives is still the same and important.

Developing the Product

Any new product, process or service needs to be developed or established just to meet the defined business goals, which need to be an idea and documented at the very beginning of the project. Where a project involves a new process, it is important to prevent it becoming an opportunity to add or change related processes where they do not add real business benefit and do not affect the final outcome or contribute to the overall business aims.

Marketing

Focused marketing aimed at the right target audience is as the simplest internal projects designed to change an existing operations process as it is to a new product with a global market. How they market their business and what type of marketing mix that they used in business.

INTRODUCTION

Small medium enterprise generally refers to a business employee 50 persons or less. This enterprise work and operates to earn a small amount of profit. The first step for every project is usually have a purpose and main goal. This purpose of this project is all about the business of small medium enterprise (SME) in Malaysia and why do they interested to open this kind of business. Besides that, we want to know about the project goal and it is can achieve or not. The important that they need to do is just focusing on the goal, keeps the project headed in the right direction from start to finish. The goal of this kind of business is to success through follow their plan and reach the goals at the end of business. Other than that, we also need to know what kind of business that they are doing.

Therefore, we have interviewed one of SME business holders at Uitm Puncak Alam which is kiosk Go and Grab in front of faculty education. At this kiosk the entrepreneur sells various types of food such as 'kuih-muih' and also food for lunch. We have been interview and asking some of questions about the products and services that they performed, the marketing mix that she used for business and also the strategies. Therefore, we also have chance to see how far the business are ongoing. Throughout our interviews with her, we used the business model canvas as our point for questions during the interviews such as about the customer segment, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partner and also the cost structure.

Background of company and entrepreneur

We have been interviewing a business SME businesswomen in area Puncak Alam which is in area Uitm Puncak Alam. Her name is Nor Faiezah Binti Nordin, who is 30 years old. She is an alumni Uitm student in course of business. While studying before this she had a first started business by selling nugget to students which is RM1.00 per stick. She is married and had one child. In 2012 after graduation he started a business with a capital of RM3000 and started raising her business by hiring a kiosk in front of the faculty by giving the Go and Grab for her kiosk name. The kiosk that she has do a business is only a rent store and not his own store, she was started her business at this Go and Grab kiosk is for a year and according to the contract that has been set. Time operation for her kiosk is from 7.00 am-5.00 pm

Besides that, she said the location for business in this area was strategic and also had no major risks. The customer are from student and also the lecture of Uitm. Apart from this business kiosk, she also opened another business at cafe uitm and college cafe by selling a meal for lunch to student who are stay at college. Lastly, motto for her success in business is she just followed and learnt that 9/10 of sources of rezeki (income) can be derived from business activities and always read a motivation quote for motivate herself in business.

Organizational Structure

Organizational structure is a system used to define a hierarchy within an organization. It identifies each job, its function and where it reports to within the organization. This structure is developed to establish how an organization operates and assists an organization in obtaining its goals to allow for future growth.

Organizational structure for her business is she as a manager for his own kiosk and also has 4 employees. All the workers are women. Besides that, every employee will be paid a day's salary of RM 60.00 per day. Each of his employees are from outsiders and also Uitm student. Therefore, every employee will work by followed a schedule given. Each of them will be divided into their tasks such as managing the meals, payment and other tasks.