



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA

**ENT 300 FUNDAMENTALS OF ENTREPRENEURSHIP
(INDIVIDUAL ASSIGNMENT CASE STUDY)**

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JER GROCERIES SDN. BHD.

EXECUTIVE SUMMARY

I have already decided to interview a young female entrepreneur who has already successfully run a grocery store business near my village. As in the picture I have shown, this woman is a very great woman because she has already managed to set up a grocery store in front of her house and it turns out that the business she has been running for 10 years has benefited of her family.

She was the owner of a grocery store who known as the JER grocery store. her full name is zanariah binti daud 36 years' old, but she's famous known by the nickname kak jer. She was born in 1985 at Kampung Padang Mandol and raised by her mother and her father at the same village and until now she still lives in the village of Kampung Padang Mandol and runs a grocery store business in the same village.

She is the fourth child of 7 siblings. She has only another younger sister who is still studying at Sekolah Menengah Kebangsaan Chabang Empat Tumpat Kelantan. After finish spm, she once continued his studies at Politeknik Kok Lanas in engineering for 2 and a half years. After that, she has gained a lot of work experience, such as she has worked in a cake shop in Pasir Mas, worked in a factory in Selangor, worked in a supermarket, worked in a hotel as a food waiter and many more.

She also used to work as a coach at the Paya Indah camp PLKN in selangor for 10 years and now she has quite due to certain factors. After the death of her father, she had decided to open a small grocery store in front of her house, by using her saving as capital and her business is thriving to this day, and now her grocery store business is growing and her stores are getting bigger. now her grocery store business is assisted by her 2 younger sister and brother and a few other employees.

PERSONAL ENTREPRENEURIAL COMPETENCIES

There is a few Personal Entrepreneurial Competencies that I have found in JER Groceries. Firstly persistence. The persistence of JER Groceries SDN. BHD. is very amazing and should be emulated by all young generations today. She started her grocery store business by selling some daily necessities like rice, milk cooking oil, gas barrels and more. She had also used a wheelbarrow at the beginning of her business to deliver gas barrels bought by the villagers using her own energy, and now she has a coworker and just pay to her coworker to do her job.

Secondly, taking risk. This is mostly about the risk of the marketing. In 2015, her business started shrinking by RM 1000-2000 due to weather factors. During the year there were major floods and heavy rains which caused many items to be damaged and caused losses. At that time, miss zanariah had not yet repaired her grocery store until in 2018 she had accumulated her savings and profits multiplied and officially she had set up and enlarged her grocery store and until now her grocery store is thriving and always full of people.

Besides that, another risk that she was faced is, Loss. Said zanariah, among other risks that she had to bear was loss. This is a big risk she has to face. This is because, each good it sells is limited and has a period of use for each good. Among the examples, items such as bread, boxed drinks and various other types of dry and wet items that have an expiration date are a risk of loss to herself. So, she has to make sure the goods she sells sold before the expiration of use period and this is one of the challenges she has to face.

Other than that, zanariah was said, that the risk of theft of goods as well as money is high when compared to other businesses. Another important aspect of the grocery store business is the stock management of goods sold. A grocery store usually has a wide variety of items in large quantities. Efficient stock management of goods is important to ensure that the goods that many customers want to have are available, and in sufficient quantities. On the other hand, less popular items should be held in reasonable numbers, just not to disappoint a handful of customers. Shopkeepers should understand that stocks of goods have a direct impact on the profit and loss of a grocery store. Also, the big risk that will be borne is the occurrence of theft of goods and robbery cases.

The other personal entrepreneurial competencies is goal setting. Ms. Zanariah is a woman with high goals. She is a strong and resilient woman in facing challenges in order to develop her own business. She said, the goal to be realized is, she wants to open a bigger retail store of his own and She wants to get a multiplied profit. She also wants to cultivate the