



اَوْنُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا
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DIPLOMA IN OFFICE MANAGEMENT AND TECNOLOGY

FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)

CASE STUDY REPORT

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(AGENT AMIEXA COFFEE)

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EXECUTIVE SUMMARY

Without the help and support of each other from my friend and parents, I could not complete this business opportunity report. I am very thankful to the lecturer for this subject i.e. Ahmad Mudzfir bin Zubir as he has been the main resource for me and my classmates to make sure everything that is specific in the business plan is done standard.

This business plan will introduce amiexa coffee. This product was only focused on small districts in the past but it has attracted local and regional buyers. This business in the local area formerly known as the beginning of this business would be on a small scale and introduced to an immediate family member only until the business successful in attracting note that local people want products made by Muslims. So, amiexa coffee business has successfully grown in Malaysia and is known by many people.

Amiexa Coffee is a business that sells coffee premixes that are easily prepared whenever you want to enjoy them. This coffee smells like village coffee which is a favorite of many people nowadays. This Amiexa Pre-Mixed Coffee is hazelnut flavored and this coffee production uses the best quality coffee beans to produce a great cup of Hazelnut flavored coffee. By using traditional grills and our family recipes, to give you a great taste and aroma in every cup we Amiexa. This coffee is very suitable for anyone who cares about health in terms of sugar content in coffee because the sugar content in this coffee is low, which is as much as (0.1g/40g) only. In fact, it is also a type of product that is 100 percent Muslim-made. The company also promote their business and product through advertisement in the social media such as Facebook where they update any discount and promotion to their customers.

ENTREPRENEUR PROFILE

This woman, an agent product who is willing to assist me with my project responsibilities, is a nice and attractive lady. Nur Hafifah Binti Hambari is the given name of a 20-year-old woman. She is the third child out of six siblings. Her brother and sister had gone to study abroad and were unable to join her at home.

She lives in Terengganu, a place known for its turtles and lovely islands. She is a person who is approachable to all and is well-versed in a wide range of topics. That could be one of the reasons for his success in business and other fields. He is also fluent in Arabic and English, allowing him to converse with consumers without difficulty, even if his Malay is not particularly elegant. Foreigners will learn more about this coffee product as a result of these benefits, and will be able to market Muslim-made coffee around the world. She is a KUIS Selangor student studying Foundation in English Studies and Bachelor of Teaching English as a Second Language (TESL).

Among the questions asked by me:

1-What are some of the most typical business challenges?

=Customers abruptly cancelling orders while trading after agreeing to buy is a common company difficulty. We sellers are frustrated losing customers in such a short period of time. In addition, there are buyers who need a long time to pay for the orders they make, even though the merchants are ready to ship the goods. If they cancels the order, the vendors will waste their time dealing with consumers who aren't serious about making online transactions. It is not easy to trade; there are several trials and problems to be faced, and sellers should be aware that survival will not come lightly and that they must cultivate patience in order to succeed in business.

2-Have you ever considered leaving your work as an agent product?

=I've considered quitting my job as a product representative several times. This is owing to my hectic schedule as a degree student while also trading the merchandise. As a result of my concentration with education, I was unable to perform well in my job as a salesperson. Furthermore, this business has no backers, so I am the only one who can sustain myself and my soul, which serves as a motivator for me to continue working as a salesperson while also studying.

3-What has been your most wonderful moment as a agent product?

=The most lovely moment in my life was when my monthly sales rate increased and I was named one of the top three agents for amiexa coffee products. This was something I could never have imagined. I struggled to sell morning, evening, and night, thanks to my prayers and efforts, and eventually nourishment was on my side. People often say, "Have fun first, then have fun later."