



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

FUNDEMENTALS OF ENTREPRENEURSHIP

ENT 300

CASE STUDY

SHALICIOUS EMPIRE SDN BHD

PREPARED BY:

NUR SYAZWINA BT AB RAHIM

2019236492

BA118 4A

PREPARED FOR:

SIR AHMAD MUZFIR

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اَلسَّلَامُ عَلَیْكُمْ وَرَحْمَةُ اَللّٰهِ وَبَرَكَاتُهُ

Alhamdulillah, praise to Allah for the strength given. Finally I have done my individual project which is ENT 300 Case Study. I would like to take this opportunity to thank everyone who participate and offer a hand for me to complete this assignment. Without them, I would not be able to settle this task by the due date given.

First thing first, I would like to thank my beloved and handsome lecturer, Sir Muzfir as my ENT 300 lecturer for his encouragement, commitment, advice and guidelines during this project.

Also, not to forget I want to thank all my coursemate, classmate and university friends for their help and ideas to complete this report. Online direct learning is hard but because of their help, it become more easier. Lastly, I hope Sir Muzfir will like and satisfied with my report. I also hope that he will mark my report with full of love and kind.

EXECUTIVE SUMMARY

First thing first, this case study let us know about a very successful entrepreneur that has been chosen to be part of this case study. The chosen entrepreneur is Wan Siti Aishah Wan Hasan which her well-known name is Sha Hasan, the founder of Shalicious Empire and her husband name is Muhammad Hafiz. This case study will tell us about her successes and her ups and down in running the business over the years. From this case study, you will know about shalicious Empire background and also provide an explanation about the business description. All the things in this case study will be compile become a report for subject Fundamentals of Entrepreneurship (ENT300) for our task for this semester.

At the end of this case study, I realised that learning about entrepreneurship is important because to be a successful business person has a lot of step that need to follow. Moreover, Malaysia's potential also depends on the country's entrepreneurs as they hold shares and share with certain companies. To share with the readers, Sha Hasan are very workaholic, she never give up with her business, because of this, there are many people that make Sha Hasan as their idols in business.

Last but not least, from this case study, Sha Hasan made me realised that having a disease did not mean you to stop doing something that you want. I am one of the Scoliosis fighter like Sha Hasan too, so by doing this case study, I feel more motivated to pursue my dreams because I know that pain is not a barrier for me to be a successful woman like Sha Hasan.

BUSINESS DESCRIPTION

In this part, I will describe the detail about the company's background. Also, a brief explanations about the achievement, award and anything important about the company that need to be include in this case study.

Business Background



Shalicious Empire SDN BHD go about 6 years in the market. Developed two branches in six years from 2015 until now, 2021 is not that easy. First branches is at Wakaf Bharu and the new branches is at Bandar Baru Bangi. Shalicious are selling cosmetics and health. Their products are the international and global products because they export the market into Indonesia and now, they are struggling to export into Brunei. This can be shown that, Shalicious product are really trusted product that has many consumers and customers. Sha Hasan, the founder started to built Shalicious Empire when she was a very young lady at the age 19 and after that time, she sustain the business and until now, Shalicious product has high demand among people.

To let others know, Shalicious Empire has the strategic office or company location in the Bandar Baru Bangi city and another one at the Wakaf Bharu, Kelantan. In the first place of the business, they only focused on Beauty Secret which is a tablet supplement for whitening and Vitamin C. Beauty Secret is their first launching product and many people attract with the tablet. But after received a lot of idea to expand their idea on new product, they launched Mixberry Powder which is a beauty powder that contains a lot of benefit because of the berries ingredients. This powder is not only for skin but for also for healthy body. Shalicious has the best knowledge about beauty and health. So that, they can produce the best product. Mixberry powder get high demand from people. Shalicious