



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CASE STUDY

A Z PUNCAK TRADING

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: FUNDAMENTALS OF ENTREPRENEURSHIP
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1.0 Executive Summary

The main purpose of this case study conducted because to expose students to real business through a case study. After taking several factors into account, I had done a basic research on the local companies I had selected and identified their company background. The name of the company that I had chosen is A Z Puncak Trading. The pioneer of this company is Mr. Ariffin bin Daud.

A Z Puncak Trading is a general contracting company which created on 29 October 1996. This firm specialized in mechanical contracting, supplying, construction, preconstruction service, job site and project management and most basic contracting services. A Z Puncak trading main objective is to provide a top quality service towards all side so that customers will satisfied and perceive great value. This firm is based at Pengkalan Chepa Kota Bharu Kelantan.

2.0 Entrepreneur Profile



1. Name	ARIFFIN BIN DAUD
2. Sex	Male
3. Age	37 Years Old
4. Race	Malay
5. Religion	Islam
6. Phone Number	019-9542244
7. Address	Lot 2772 Batu 3 Jalan Kuala Krai 15050 Kota Bharu Kelantan
8. Occupation	Contractor
9. Education background	SPM
10. Mother's Name	Aminah Nur binti Sepiah
11. Father's Name	Daud bin Razak
12. Status	Married
13. Age started business	25 years old
14. Position in company	Owner / CEO

3.0 Company's Profile



Details	
Company's Name	A Z Puncak Trading
Date Established	29 October 1996
Address	NO.5519 (OFF 5565-A), SEK 27, JALAN PENGKALAN CHEPA 15400 KOTA BHARU, KELANTAN.
Description of the company	General contracting company which specialized in national mechanical, supplying, constructions, preconstruction services, job site and project management.
Contact Number	09-7718878
Address	NO.5519 (OFF 5565-A), SEK 27, JALAN PENGKALAN CHEPA 15400 KOTA BHARU, KELANTAN.
Mission	
Vision	To become one of the premier nationally contracting company in the country
Total Workers	5
Email	azpuncaktrading@gmail.com