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**CASE STUDY
(CHEMILAN)**

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: 2019201868
: CS1104D
: ENT300
: FUNDAMENTALS OF ENTREPRENEURSHIP
: DIPLOMA IN COMPUTER SCIENCE
: FACULTY OF COMPUTER AND
MATHEMATICAL SCIENCES
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1.0 Executive Summary

The case study that I can brief from my business mentor or an entrepreneur to this report is about her personal background, business profile, and her Personal Entrepreneurial Competencies (PECs) that I think she possesses such characteristics. So, I choose the food beauty which is Chemilan by Nasyrah Hanim. A successful 28 years old businesswoman, founder, young trainer, and business coach. Nasyrah Hanim has been involved in the business since high school until now. She got a master's in business administration at the University of the West of Scotland. She used to sell other people's goods from age 18 to 27 years. Nasyrah did this business because she wants to learn to be an independent woman and a successful entrepreneur. She got the inspiration to come up with her own food brand after she sold other products and she wants to help other people in the business. Chemilan comes out with kudap-kudap, choc-o, and kueh. Last time, they come out Lamb Grill for a short time only. Currently, pandemic Covid-19 have widespread, and all people cannot across the region. For this reason, I can only communicate with the owner through media social and virtually such as WhatsApp, call and videocall. In order to make sure I got all the information about the company background, entrepreneur profile and also the owner's characteristic or entrepreneurial competencies, I can only ask the owner, Puan Nasyrah Hanim through social media or calls from time to time. In addition, for entrepreneurial competencies I also give my own opinion depends on what I know and what I have seen also through all the feedback from customers from Chemilan's social media. Indeed, from my own observation, the owner's characteristic or entrepreneurial competencies are initiative, concern for high quality of work, problem solving, systematic planning and lastly, self-confidence. I also have observed and analysis that SWOT or Strengths, weaknesses, opportunities, and threats based on Chemilan company.

SWOT ANALYSIS	EXAMPLE
Strengths	<ul style="list-style-type: none"> • Products are environment friendly. • Affordable and reasonable price.
Weaknesses	<ul style="list-style-type: none"> • The idea can be easily imitated. • Limited production. • Leak of stockis
Opportunities	<ul style="list-style-type: none"> • Tradisional food become known abroad and worldwide. • A tourist attraction. • Broad product market.
Threats	<ul style="list-style-type: none"> • Mellow Crunch. • Nims food. • Mouthgasm Crunchy.

2.0 Entrepreneur Profile

NASYAH HANIM'S BACKGROUND



Nasyrah Hanim Binti Zainuudin or known as Sya. She is 28 years old. She was born on 20 January 1992 at Ampang, Selangor and now her hometown was at Shah Alam, Selangor. She got a master's in business administration at the University of the West of Scotland. She has 2 children which is all son namely Muhammad Khalif Ilyas and Muhammad Haris. She was married and remarried for the second time with Muhammad Alif Fikri Bin Mashadi.

I choose Nasyrah Hanim because she is very experienced in the business. Nasyrah Hanim had ventured into business at 18 years old. She also helps her brother in business because her brother was the founder of Chocodap's. To her, business is something that she really loves, started unofficially when she was very young at old. She studied until master because she wants to improve her knowledge in business.

Before she got her master's degree, she studied at Management & Science University (MSU) in the field of legal education background. At the age of 18 years old, she has started as a multi-story business product seller when she was a student. After she finished her studied at MSU, she got involved in the fashion industry by selling Muslimah clothes. This business was run for a year and a half because she wanted to focus on her family.

In 2018, she established The Great Community (TGC) which is a platform to sell products. At that time, she was still selling other people's products until she created her own product on 18 January 2020 which is Chemilan. She created Chemilan because she wants to help housewives who did not have time to cook. Also, she is a young trainer and business coach. She always shares her business knowledge with agents through zoom applications and