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UNIVERSITI
TEKNOLOGI
MARA

ENT 300
FUNDAMENTAL OF
ENTREPRENEURSHIP

INDIVIDUAL CASE STUDY

BUSINESS NAME: WARDROBE CIKGU ZURA
ENTREPRENEUR NAME: NUR IZZATI BINTI HAZLEN LEZAM

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1. EXECUTIVE SUMMARY

It is important for everyone to learn the basic and the fundamental of entrepreneurship as we are surrounded by business world everywhere. It is also to prevent us from being clueless and ignorant about important knowledge that we need to learn in this generation. It is also because business is one of the ways for us to survive in case we do not have any office or salaried work from the company.

The company that I chose for the Case Study is Izzati Resources. They mainly sell Zeatty Beauty products. My main focus would be on their physical store named as Wardrobe Cikgu Zura placed in a family daily supermarket, Eonsave Jerantut, Pahang. The reason why I chose this company is because even though the owner of Wardrobe Cikgu Zura is considered as young, however she is a very passionate and detail-oriental entrepreneur.

They sell cosmetics, skincare, baju kurung and also scarves. Besides that, they also support Small Medium Enterprise business by selling their products in her store. She sells various of products but all of them are considered as affordable and reasonable prices. It is suitable with her store location in Eonsave Jerantut which focus on cheaper prices products. I am interested because she sells items that are considered to be in trend and viral but with low price. Her store products can be buy anytime without specific period of time and event. It can also be enjoyed by B40 to M40 customers. The price is also suitable for students to buy their products as they do not have to invest large amount of money.

Their store design and layout are also very nice and welcoming. It is decorated with light brown coloured wallpaper and flower decoration which makes their store to look cozy and nice. It plays a huge role in their business too.

Thus, it makes me feel interested to learn and explore about their business journey. I hope I will learn many new things, skills and knowledge from this case study.

2. ENTREPRENEUR'S PROFILE



Name	Nur Izzati binti Hazlen Lezam
Age	22 years old
Gender	Female
Place of Birth	Hospital Kubang Kerian, Kota Bharu, Kelantan
Nationality	Malaysian
Race	Malay
Total of siblings in the family	2
Education Background	SK Pengkalan Tentera Darat Sungai Besi (2006 – 2011) SMK Sungai Besi Kuala Lumpur (2012 – 2013) SMK Jerantut (2014 – 2016) Universiti Teknologi MARA (2017 – current)
Major in	Business Management (HONS) Entrepreneurship (BA231) in UiTM Puncak Alam
Owner of	Wardrobe Cikgu Zura

The owner of Wardrobe Cikgu Zura is **Nur Izzati binti Hazlen Lezam**. She was born on 25 September of 1999. She is born in Hospital Kubang Kerian, Kota Bharu, Kelantan. She was raised in Jerantut, Pahang. Currently she is 22 years old. She is the oldest sister in her family along with a younger brother. During in the high school, she used to study in SMK Jerantut in 2014 until 2016 and sat for accounting paper. When she was in the Universiti Teknologi MARA (UiTM) in 2017, she changed her major to Law for her foundation study. However, she further studied into a different path for her Degree. She is currently studying for Entrepreneurship for her degree. Even though she had changed her major in study for several times, all of her studies help her a lot in improving her business skill today. She is really grateful with all of the knowledge she gained until today.

The main reason why she is in the business field today is because her family members including her grandparents, parents and her uncles are very active and successful in business. Her grandparents used to have a restaurant and her parents are thriving in their current business with Zeatty Beauty products. However, she never really dreams to be an entrepreneur, she wants to be a lawyer that led her to study in Law for foundation study. Her parents wanted her to continue their legacy in Zeatty Beauty because she is the oldest child in her family. So, she decided to study in Business Entrepreneurship in UiTM. As the time goes by, she fell in love with making her own business and enjoyed her current journey. This is because she feels her struggle in making her business to improve led her to a happier life by gaining enough money for herself and repay her parents' love for her.

Even though Miss Izzati formerly dreamed to be a lawyer, however she started making small business by selling other companies' products to learn about their system and operation. She initially sells branded authentic skincare product through Telegram Channel named as 'iza tolong belikan!'. The channel has around hundreds of subscribers. The brands she sells are CeraVe, Ordinary and also local skincare Kayman Beauty. She promoted her telegram channel through Instagram and also through Whatsapp groups. On Instagram, her target market is for people who stayed at Puncak Alam, Selangor area because she is studying at UiTM Puncak Alam in since 2017. The target market for the promotion through Whatsapp was for her university friends who are interested to do Cash-on-Delivery or self-pick-up service. It was also