



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

REPORT ON CASE STUDY

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EXECUTIVE SUMMARY

Nick Pelukis Iklan is a company that provide advertising service in Rantau Panjang. It has been recognized by all resident Rantau Panjang since it is the only company that provide these kinds of service and has been operated since 1985. The services and products have been increased and improved by time to time. In the early business, the services are printing banner and making plate number. By the time company getting bigger and the machine getting better, they now also make stickers, house plate, name card, and more. From working alone, now the company hired six staffs to help in making product. It makes the company more productive and efficient.

The company has many strengths and weaknesses in their business. The strategic location of the premise is the solid strength for Nick Pelukis Iklan. The company was surrounded by shops and located in the middle of city make it easier for seller to find and use their services. Not only that, but there are also many schools around in radius 10 km from the premise. Schools also a potential loyal customer for the company and it is the strength for the company. The weakness for Nick Pelukis Iklan is bad marketing the business. The weakness now was covered when the daughter of the owner takes over the management in the company. The price also become one of the weaknesses because to make banner or plate number need to use materials and it is not cheap. Due to that, the price for the service is not cheap either.

ENTREPRENEUR PROFILE

Nick Pelukis Iklan Owner's Biodata

Name:	Nik Azlan Nik Muhammad
Year of Birth:	1967
Age:	54 years old (2021)
Origin:	Rantau Panjang, Kelantan
Children:	Nik Nur Fathihah Nik Azlan

Table 1.0 Nick Azlan's Biodata

Nick Pelukis Iklan was established by Nik Azlan Nik Muhammad in 1985. He was the sole proprietorship of the company and the only "Anak Melayu" company that serve advertising service in Rantau Panjang at that time. In the early of age 20, he begins the business. In the early business, all the works like, cut the plate and stick the number on plate, was done by himself manually. There are many problems in the beginning because it was sole proprietorship and not partnership. All the funds and finances come from him and bank loan make it tough to start. Anxiety is an emotion that cannot be avoided for him, however, with support from family members, friends, and wife, the company was being well and still stand until today. As now the manager seat was given to Nik Azlan's daughter, Nik Fathihah and Nik Azlan acts as director for Nick Pelukis Iklan.

The business keeps improving by the time going and getting better every year. Nik Azlan always make a target in the beginning of a year and will reach the goal before the year ends. This habit helps the business expanding and this behavior was inherited to his daughter, Nik Fathihah. She also doing the same tradition as her father, moreover her aim is further than her father. From working alone, now Nik Azlan hired six staffs to help the business doing job more productive and efficient. Before that, he works alone and take a lot of time to finish one plate number and it is not productive at all. Now, by the help of his daughter, they have six staffs, and each have expertise in their job. The job also improving in efficiency. Before, job was done manually and now it was 70% machine and computers. Its save time and energy also the customer does not have to wait for a long time to get their order. The changes from manual to computer and machines is not an easy transformation. It costs money and Nik Azlan must learn how to use the machine. The transition was happened slowly and one by one. Its take time for Nik Azlan for het used to it but for Nik Fathihah, it is easy. Nik Fathihah is a young

people and grow up in modern environment, so it is easier for her to learn and understand the machines.

Machinery involvement is a huge step for Nick Pelukis Iklan to success. Its not only save time and energy, but also can add more services. Machines like plotter, inkjet printer, laser cutter and more are used in the business and it was used for different tasks. From only making plate number, now the business also offer banner, sticker, name card, and name tag. It is a worth investment for the business even the cost is high. Nik Fathihah mentioned that the price for all machines is expensive, but the profit has fully covered the cost. The business is also following the latest trend where all the business has online platform. In order to blend in modern generation, Nik Pelukis Iklan also serve the online platform for the advertisement. The business now serving advertisement in online and offline platform. The business also gives offer and discount based on the season or time. This is for keep a good relationship between them and customer. They also prioritize the quality and customers satisfaction in the business. Therefore, the business is well known and recognized by Rantau Panjang residents.