



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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**ENT300**

## **FUNDAMENTALS OF ENTREPRENEURSHIP**

### **CASE STUDY**

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## 1.0 EXECUTIVE SUMMARY

First of all, my name is Aizat Syafiq Bin Asmadi from group AD1114A and the reason for the making of this writing report is to create a case study about a client that have been chosen. In the writing report, the students have to talk about the history and background of the entrepreneur with their business. So, for my case study the entrepreneur that i have choose is Muhammad Rizal Bin Muhammad Rosely and his business is Go' bang maju Patin Tempoyak and i need to make a brief information about the entrepreneur such as his background story, how he started his business and more. I also need to make information about his business such as how he started his business, who he works with and the reason he started his business. After the entrepreneur profile, i need to explain in depth about the entrepreneurial competencies that have been done by the entrepreneur. Basically, the entrepreneur competencies is the characteristics that have been possessed by a successful entrepreneur so that he can run his business successfully and more effective. The final page will be appendices which is the visual research such as pictures about the entrepreneur and their business that have been taken from anywhere such as newspaper, social media and articles.

## 2.0 ENTREPRENEUR PROFILE

### 2.1 HISTORY OF THE ENTREPRENEUR

For my case study, the entrepreneur that i have choose to make a writing report is Muhammad Rizal Bin Muhammad Rosely and he is the owner of a restaurant which is located at Temerloh Pahang. His restaurant's name is Go'bang Maju Patin Tempoyak

First of all, i want to give a brief history about the owner of the restaurant. His family has been in the business for a long time since he still a child. But at the time, his family only sells fried bananas and they only sell it in a small stall. The stalls are located under the tree by the Pahang river. So, he has been exposed to the field of business since he was a child. Since he was in the 6th grade, he has been helping his parents in their business.

In the early stages, the stall only sells basic food such as fried banana and nasi lemak under the tree near the pahang river. The idea of selling patin tempoyak is when he gets a job at an existing restaurant and he notice that the restaurant is not doing too well because of high competition in the business. So to make sure that this restaurant is not like other restaurants, he decided to include a new dish in the menu which is ikan patin tempoyak. So that's the history of the restaurant and its signature dish which is ikan patin tempoyak.

His idea of adding ikan patin tempoyak as one of their menus really makes his business different from other business in the area making his business grow faster than other business. After that, he also realized something that can make his business grow even faster. He realized that every business in the area only open until evening which means that the customers don't have any restaurants to go during night time. So, he takes a very wise decision to change the closing hours from evening to night. This decision has caused the business to get a new customer in a rapid pace. All of these decisions have caused the business to become as one of the must-visit restaurants when going to Temerloh, Pahang.

## 2.2 INFORMATION OF THE BUSINESS

Next, i want to give a brief information about the business of Go' bang Maju Patin Tempoyak is basically a restaurant that serves an iconic dish of Temerloh which is ikan patin tempoyak and it is located in the center between Kuala Lumpur and Kuantan. So, for those who are from Kuala Lumpur who want to go to Kuantan will come across this restaurant.

This restaurant also provides a variety of dishes other than the iconic dish that the customers can choose from so that they will have something to eat and will meet anyone's taste. The dishes that have been served at the restaurant are char kuey teow, varieties of fried rice, desserts and more. They also serve fried ikan patin and tilapia for the customer who does not want to eat ikan patin tempoyak.

This restaurant is not only popular among the locals in Pahang, but also very famous around Malaysia and even international. This restaurant has also been featured in Tourism Pahang and even in its website. Because of that, a lot of tourists have come to the restaurant to try its iconic dish which is ikan patin tempoyak and other Pahang dishes. This will also give a new experience to them when they visit the restaurant.

The restaurant is very popular and a must-visit in Temerloh even a lot of reporter and even people from social media such as facebook and twitter have come and interview the owner and try to taste the iconic dish. The story of the entrepreneur and his business also has been aired in many television broadcasts such as TV3 and TV9. This means that he gets to advertise his business for free which means that he can save a lot of money and use that money to upgrade his business.