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UNIVERSITI
TEKNOLOGI
MARA

ENT300

**FUNDAMENTALS OF
ENTREPRENEURSHIP**

CASE STUDY

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ENTREPRENEUR NAME: JULIZAR BINTI ZAKARIA

EXECUTIVE SUMMARY

Before I learn ENT 300, I never know the importance of this subject. After doing this case study, now I understand something that I never learn before. Now I understand that each entrepreneur has their own set of characteristics that must be met to effectively fulfill entrepreneurial functions. This assignment enlightened me to the truth of business. Not everyone is strong enough to face many obstacles when running a business. Only the strongest one will survive. That is why everyone in every company including the owner and the teams have to play an important role so that it is possible to beat another company and build the best company in Malaysia and also the world. As a result of doing this, the company also can point out their strength and weaknesses. I chose Julieza Beauty Saloon Sdn. Bhd for this case study. Julieza Beauty Saloon Sdn. Bhd is a company that provide personal care service to their customers that located in Kuala Terengganu. Not only that, this business is actually focus on many types of service and product. Furthermore, Julieza Beauty Saloon provide the best banana chips that known as Keppis or Cik Ja banana chips. Of course, this company is one of the companies that affected with Covid-19 pandemic, but Mrs Julizar and teams are the reason why this company still alive even though many Obstacles came in this Covid-19 pandemic.

INTRODUCTION:

ENTREPRENEUR PROFILE



Julizar Binti Zakaria is the owner of Julieza Beauty Saloon Sdn. Bhd. She was born on 10 June 1985. She was born and raised in Terengganu. After finishing her SPM at SMK Tengku Mizan Zainal Abidin, Mrs Julizar worked for Elken company. She chose to study about beauty saloon and spa and She finally decided to open her own company in 2006 named Julieza Beauty Saloon Sdn.Bhd.

Not only that, in 2008, She decided to run a food stall by selling Bakso and banana chips. Besides, she is still running her saloon at that time which means she did two jobs at a time. It is clearly shown that she is a hardworking person. She does business and likes to focus on many product and services. After month of running food stall, she decided to focus on her saloon business. During that time, she does not have many workers. So, she did the hairdressing and therapy work by herself.

When covid-19 arrived at Malaysia. Her beauty saloon and spa were affected so she changes her plan by selling Keppis. She is the one who work hard to find the best banana in order to make a banana chips. She also the one who experimenting the flavor and she is the one who frying the banana chips. She is doing it all by herself and now she has one worker.

BUSINESS PROFILE

Julieza Beauty Saloon Sdn. Bhd is located in Lot 10187, Amanjaya, Telipot, 21030 Kuala Terengganu. She chose this place because there are no salon and spa services yet in that area. In 2006, Mrs Julizar decided to open her own company, Julieza beauty Saloon Sdn. Bhd. At first, Mrs Julizar struggle a lot to manage her own company because it is her first time. But still, she manages to overcome the problem. Mrs Julieza saloon and spa are providing many personal care services such as haircut, rebonding, pedicure, medicure, massage, spa and sauna. Not only that, in order to do many services like that, she is also got many personal care machines at that time by using her own money. At 2007, Mrs Julizar's saloon and spa got a lot customers and her business start to grow faster.

After two years running which is in 2008, Mrs Juliza also decided to run a food stall while managing her saloon and spa. Her business starts to focus on various service and product. Back then, she was selling Bakso and banana chips while managing her saloon and spa at that time. Sometimes, she has a part time worker that will help her managing her food stall. But, her food stall only last for one year only because she wants to focus managing her saloon and spa.

After many years focusing on saloon and spa, her business became successful and her saloon and Spa is rated 5 stars on Facebook. With the tagline "Special for girls only", many woman customers start to like her saloon and spa especially customers who wear hijabs. As well as that, Mrs Julizar also doing many promotions every week so people can use her service with affordable price. After that her business is getting better and better.

It is all fun and good until covid-19 hit Malaysia on 2020. Because of the Movement Control Order that is involved all state in Malaysia, her business starts to run slow. Mrs Julizar getting frustrated at that time because of the sudden Movement Control Order. Out of nowhere, she suddenly remembers her friends always request her to make sambal penyet and banana chips. From that, she decides to start her own banana chips and sambal penyet product. She starts to experiment the banana chips flavor and finding the best banana supplier. She also got the banana chips flour from Johor. Mr Julizar is doing all the jobs by herself starts from cutting the banana until packaging the product.