

# Case Study

*by* Hazwan Haziq

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**Submission date:** 05-May-2021 09:53PM (UTC+0800)

**Submission ID:** 1578674262

**File name:** ENT\_CASE\_STUDY\_HAZWAN\_HAZIQ.docx (1.28M)

**Word count:** 1030

**Character count:** 5087



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UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

# ENT 300

## FUNDAMENTALS OF ENTREPRENEURSHIP

CASE STUDY

NAME: MOHAMAD HAZWAN HAZIQ BIN HAZMAWI

NO MATRIC: 2019273158

GROUP: AD111 4B

LECTURE: NURUL SYAQIRAH BTE ZULQERNAIN

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## EXECUTIVE SUMMARY

Genius Wisdom is a big corporation that manufactures dental instruments, and it is the country's first company. Before this business, the only company that manufactured local goods was a rubber glove factory, so Mr. Zulkifli Hussin, the owner of the company I interviewed, came up with the idea to make the first dental appliance, a dental chair.

Creating a product is not a simple task, particularly because it involves combining a range of innovations into a single product. To create a product, one must have specialised expertise in a variety of fields. As a result, Mr. Zulkifli Hussin has learned physics, chemistry, engineering, chemical, architectural, and other fields simply because one dental chair product has lighting, chemical structure, and other features that save money and time.

He has been effective in manufacturing goods as a result of his constant efforts and experience. He liked something extraordinary, he said, and through his contributions, he was able to assist the government and others in the development of the region. His contributions have been praised and backed by others, and he has been honoured with a national award that recognises his significant contribution to Malaysia.

Mr. Zulkifli Hussin has lofty ambitions, which I respect. His goal, which is not unattainable one day when he wishes to expand his business abroad, and even more amazing to me when he not only has a goal in existence but also in the future, when he pursues his career to become a caliph blessed by Allah SWT, is impressive to me.

## ENTREPREUR PROFILE



<b>NAME</b>	ZULKIFLI BIN HUSSIN
<b>AGE</b>	49
<b>COMPANY NAME</b>	GENIUS WISDOM SDN BHD
<b>POSITION</b>	COMPANY DIRECTOR
<b>PHONE NUMBER</b>	012 – 917 3011
<b>ADRESS</b>	38, JALAN BIOLA 33/1, SEKSYEN 33 40400 SHAH ALAM, SELANGOR, MALAYSIA
<b>EMAIL</b>	<a href="mailto:Info.geniuswisdom@gmail.com">Info.geniuswisdom@gmail.com</a>
<b>WEBSITE</b>	<a href="http://www.geniuswisdom.com">www.geniuswisdom.com</a>
<b>APPROVAL</b>	DEGREE IN SAINS AND PHYSIC
<b>MAIN PRODUCT</b>	Solar PV System AND Dental Supplies and Service Provider