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UNIVERSITI
TEKNOLOGI
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ENT 300

CASE STUDY

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1. EXECUTIVE SUMMARY

The following is a case study for Fundamentals of Entrepreneurship (ENT 300) subject consisting a study about an entrepreneur and their business profile along with some of the entrepreneurial competencies. The main objective of this case study is to give the exposure for us student about the real world of business where it's not as easy as we think. We may see that being an entrepreneur one of the fast and easy way to gain profit but we never knew the struggles and obstacles they had to face along the journey to succeed. Not all entrepreneurs manage to survive and be patient especially in the start of the business where it all seems slow. After I did this case study, I also gain the knowledge about the skills that every entrepreneur should have. Therefore, I choose D'era Zone Enterprise. It's a stationery shop business owned by Che Nor Binti Muda where all the school and office supplies are provided. The shop also sells telecommunication appliances. Nevertheless, this business also had to face the same problems caused by the pandemics just like the other but what kind of problems of this business had to face is what this study will also going to reveal.

2. INTRODUCTION

2.1 ENTREPRENEUR PROFILE



Che Nor Binti Muda is the owner of D'era Zone Enterprise since 2003 until today. She was born in a family of nine siblings on 23rd of January 1967 in Kuala Terengganu, Terengganu. Sekolah Kebangsaan Pulau Rusa was her first primary school before she graduated from Sekolah Menengah Teknik Kuala Terengganu with the Sijil Pelajaran Malaysia (SPM) examination certificate in 1984.

She continued her life journey as a Batik artist in Semai Sutera for one year and then 5 years under small businesses with a total of six years. As she turned 26 years old in 1993, she got married with Mohd Zaidi Bin Abdul Ghani whose now her business partner. In early of 2003, Che Nor joined a business course organized by MARA which helped them to start this business later in the same year.

Che Nor with her spouse worked really hard on the start of the business together. They went on buying stocks themselves to the finding suppliers for almost 1 year. One of the reasons on why she wanted to open the business is the inspiration she got when a successful stationery shop in a town where she grew up caught her attention. Che Nor aspired to be as successful as them.

2.2 BUSINESS PROFILE

6th of July 2003 is the date when D'era Zone Enterprise was officially registered under Suruhanjaya Syarikat Malaysia (SSM). In the early days of D'era Zone Enterprise opening, it was first located in Padang Midin, Kuala Terengganu. However, Che Nor and her husband rented the space for their first shop there for just one year because thing doesn't go as planned because they couldn't reach their target market which is the locals.

A year after, the shop was relocated at Batu Rakit, Terengganu which is in the outskirts of a city. The point was, Che Nor wanted to find a new target market for her business because she found out that there wasn't any stationery store yet at Batu Rakit. Furthermore, the location is strategic enough as there is a school near their shop so students and locals can easily buy school supplies without having to go too far.

Back then, D'era Zone Enterprise only provided school and some office appliances like pens, books, files, art supplies, staplers, gift items, service like photocopy, laminating and binding. Nowadays, Che Nor have stepped up her business game into providing more services and products like printing, internet café, utility bill payment, top-ups and telecommunication appliances.

One of the few goals that Che Nor has achieved along the way was having her first regular customer. Furthermore, she got to add more new products and assets of her own shop because of the customers request. This indicates that she had gained her customer's trust. She also had obtained the award of top-up dealer star as all her hard work finally pays off.