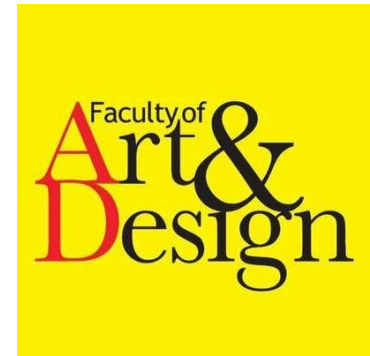




اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

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FACULTY/PROGRAMME	ART AND DESIGN (GRAPHIC MEDIA DIGITAL)
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COMPANY'S NAME	HIDAYAH COOKIES SDN BHD
ENTREPRENEUR NAME	SARIMAH BINTI JANTAN

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2. 0 Executive Summary

In the name of Allah, the Most Gracious and the Most Merciful, I Roiisah Aika Binti Mat Daud presenting this case study as part of the assignments for the Fundamentals of Entrepreneurship ENT300 course. I wish special thanks everyone who had given me support in completing this task. Besides, the most helpful mentor in teaching me how to complete the assignment, Madam Nurul Syaquirah Binti Zulqernain for all the good advice given by providing useful information and suggestion. The focus of this case study is enabling us to gain a deeper understanding of entrepreneurship in article situation. This research, we can clearly see how concept and function of entrepreneurship is implemented and performed in an actual business. Hidayah Cookies Shd Bhd owned by Mrs. Sarimah Binti Jantan was the subject of this case study. Hidayah Cookies Sdn. Bhd is manufacturing business that is located in Lot 1561. Jalan Melayu Kampung Sungai Kandis, Seksyen 36, 40460 Shah Alam, Selangor Darul Ehsan. This stall that which offers to make and sell various types of biscuits such as chip biscuits, cakes, bread and Traditional cakes. In this case study, we will dig out this business history and background, the owner entrepreneurial competencies for this business.

3.0 Entrepreneur Profile

3.1 Business Profile History



Name	Puan Sarimah Binti Jantan
Company Name	Hidayah Cookies Sdn Bhd
Registration No	1161367-K
Date Established	22 August 2002
Address	Lot 1561. Jalan Melayu Kampung Sungai Kandis, Seksyen 36, 40460 Shah Alam, Selangor Darul Ehsan.
Phone Number	03-33811828 / 013-3638708
Email	hidayahcookiesdnbhd@gmail.com
Website	https://www.facebook.com/HidayahCookies https://www.agrobazaar.com.my/web/index. www.hidayahcookies.com.my

3.2 Company Background

Hidayah Cookies Sdn Bhd is a fully Bumiputra owned construction company founded by Mrs. Sarimah Binti Jantan and assisted by her husband Mr. Mohamad Sukri Bin Othman. Hidayah Cookies Company was established on 22 August 2002 known as Hidayah Cookies Enterprise and now Hidayah Cookies has been recognized as a Private Limited Company. Hidayah Cookies sell various traditional food, including maruku, chips, dodol, festive cookies, chocolate chip, kuih bangkit, kuih bakar, bahulu, cake, bread pizza, hampers and door gift and more. We also accept any bookings for marriage, an event and other. Besides, our company also provides services to educators and speakers. In the early stages, Mrs Sarimah was tame in starting a small business at home located in Section 36, Shah Alam. Cookies Hidayah now successfully move forward and have own shop in Sungai Kandis Shah Alam.

In taking steps to succeed, Hidayah Cookies has received a lot of support and assistance from various parties to further develop this business. Among the government and private agencies involved in providing assistance such as from the Department of Agriculture, FAMA, RISDA, SIRIM, TEKUN, Farmers Lembaga Pertubuhan Peladang (LPP), Majlis Amanah Rakyat (MARA), MARDI and others. Various forms of assistance have been given to Hidayah Cookies, companies such as assistance in terms of sophisticated equipment, courses to improve skills as well as increase income, loans, promotional sites, improvements in attractive packaging and so on. In addition, Hidayah Cookies Sdn. Bhd. has also been given a golden opportunity to make promotions and live broadcasts on television stations in the show Selamat Pagi Malaysia on TV1 and the show Nasi Lemak Kopi 'O on TV9 as well as the show Sarapan on TV3. Besides, the Company Hidayah Cookies not being left behind to even be in newspapers and magazines such as Sinar, Kosmo, Metro, Keluarga, Wanita and Midi. It has been able to promote a more market products Hidayah Cookies Sdn Bhd to be recognized in various states. In the face of various challenges, eventually Hidayah Cookies Sdn Bhd successful overseas markets, namely Singapore Agrobazaar. This opportunity is also a step-in line with the company's vision. Hidayah Cookies vision is to be a producing and marketing product internationally.