



اَوْنِمْزَسِيْتِيْ بِتِيْكَوْلُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

CASE STUDY

MS. AZMIRATUL ZAHARAH

AzKuih

FACULTY & PROGRAMME : FACULTY OF ART AND DESIGN (FINE ART)
SEMESTER : SEMESTER 04
STUDENT NAME : AININ SOFIYA BINTI FADLI
ID NUMBER : 2019259348
LECTURER NAME : RAJA ATTIK ARIFFUDIN RAJA ARIFF

TABLE OF CONTENT

No.	Content	Page no.
1.0	EXCUTIVE SUMMARY	3
2.0	ENTREPRENEUR PROFILE 2.1.1 Entrepreneur Background 2.1.2 Biodata 2.1.3 Experience, History 2.1.4 Challenges Faced in Conducting Business 2.2.1 Business Information 2.2.2 Background 2. 3.1 Organizational Structure	4 - 5
3.0	ENTREPRENEURIAL COMPETENCEIS 3.1.1 Four Entrepreneurial Competencies Possessed by the Selected Entrepreneur	6 - 7
4.0	CONCLUSION	7
5.0	APPENDICES	7 - 8

1.0 EXECUTIVE SUMMARY

An entrepreneur is a person who starts a business or a company and takes financial risks in the hopes of making a profit. Students must complete a case study on an entrepreneur of their choice. The student must gather information from the entrepreneur such as his or her background, product/service, and so on. As a result, I chose Ms. Azmiratul, a personal entrepreneur who runs AzKuih, which sells *kuih raya*. I chose her since I am familiar with her and have purchased several of her items that have impressed me.

AzKuih aims to give a wide range of *kuih raya* that may be found throughout the year, particularly during Eid Mubarak and Eid al-Adha. They sell their goods in Selangor and Putrajaya. Customers will receive their *kuih raya* by mail, and they also provide a cash on delivery (COD) option. Ana's kitchen provides a variety of *kuih raya*, both traditional and modern, with Malaysian influences. They realise the uniqueness of *kuih raya* and have vowed to continue the practise each year.

Because to Covid-19, I had to use a different technique of interviewing Ms Azmiratul, which was Google Meet. This procedure, I reasoned, would limit the risk of contracting the illness and would be far safer than interrogating her face to face. Overall, the only issue I have with this task is the lack of time. Aside from that, collecting and interviewing the entrepreneur went without a hitch because the entrepreneur has such a positive attitude and demeanour. Despite this, I was able to complete my case study quickly.

2.0 ENTREPRENEUR PROFILE

2.1.1 Entrepreneur Background

2.1.2 Biodata

Azmiratul Zaharah, the founder or operator of AzKuih was born in Kuala Lumpur and currently resides in Putrajaya with her family. She was born on June 29th 1991. She graduated in Finance from Universiti Teknologi MARA and she is now working as a real estate agent. AzKuih as I mention before, is her personal business. Since her loves for cooking and baking is big, she decided to make loads of *kuih* to make people happy. So, she handles AzKuih as her side activity as well as acts as her side income.

2.1.2 Experience and History

Ms Azmiratul is a newcomer to the world of entrepreneurship in 2019. She is not exposed to the entrepreneur and business world because no one in her family is active in entrepreneurship or any firm. Despite this, she began baking while she was in her twenties. Ms Azmiratul became very interested in baking and began to bake cakes, cookies and experiment with variety of other recipes. She was always researching recipes and attempting to bake these delicacies. She began by learning how to bake cakes, and what impressed me the most was that she did all of this on her own after conducting some study. She is a dedicated worker who is excited to learn how to make delicious deserts and *kuih raya*.

2.1.3 Challenges Faced in Conducting Business

Although the fact that she only offers *kuih raya*, she is an expert baker of other sweets such as chocolate cake, brownies, caramel marble cake, and so on, and people occasionally ask her to prepare a special delicacy for them. She now claims to be learning how to make bread. She wants to learn more about baking and try out different recipes, with the hope of eventually selling it.

2.2.1 Business Information

AzKuih is a business that is conducted by Ms Azmiratul Zaharah. It is a one-woman operation that she runs from start to finish, from purchasing the ingredients to delivering the finished product to customers. She launched her service few months before Ramadhan 2019.

It was never her plan to start a business selling kuih raya, she makes it because she enjoys baking and *kuih raya*. She began learning to make *kuih raya* for enjoyment and to offer as gifts to her family and friends. But, happily, she received requests for her *kuih raya* from people who enjoy it. She began by selling modest quantities and only taking orders from her close friends and family.

She then began to post more of her *kuih raya* photos on social media sites such as Facebook and Instagram. People became increasingly inquisitive and eager to sample her *kuih raya*, and they began to place orders with her. She is a trustworthy businesswoman who strives to provide the best product to her customers by manufacturing kuih raya from the finest components available.

Ms. Azmiratul began with little experience because she had no intention of starting a business. As a result, when she was first starting out in business, she conducted a lot of research on how to start and run a business. As a result, in her third year of selling *kuih raya*, she is still going strong. She would always publicise her product to let people know that she is accepting orders for her *kuih raya* in order to keep the business going. Ms. Azmiratul will photograph her *kuih raya* for promotional purposes. As a result, she continually solicited feedback from her customers so that she could enhance her product and keep her customers happy. She will also leave positive reviews in order to get others to purchase her merchandise.

AzKuih operating hours are flexible and are determined by a number of factors, including the order and the time. Mrs. Farhana has a primary occupation, therefore she would concentrate on that during the day and make the *kuih raya* according to the order at night. She does not only take orders for her *kuih raya* during the festive season, but she also accepts orders at other times of the year. She received fewer orders during non-celebration seasons than during celebration seasons such as Eid Mubarak and Eid al-Adha, because it is a necessary to eat and have *kuih raya* during those times, as it is a Malaysian custom. She confesses that working throughout the day is exhausting, but she is grateful and happy.