



اَوْنُوْا سِيْقِيْ تَيْكُوْا لُوْكِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# HASNURI®

ENT 300

FUNDAMENTALS OF ENTREPRENURSHIP

CASE STUDY

HASNURI SDN BHD

FACULTY AND PROGRAMME : FACULTY ART AND DESIGN (FINE ART)

SEMESTER : 04

STUDENT NAME : FARAHANIM YUSNITA BINTI RAZALI

ID NUMBER : 2019637722

LECTURER NAME : RAJA ATTIK ARIFFUDDIN BIN RAJA ARIFF

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## 1. Executive Summary

The case study is important to evaluate the company's background, company's analysis as well as the company's problems all alternatives that the management has provided. The methods that used to study the analysis is face-to-face interviews with the management of the company through phone call and review from people already have purchased and taste the products. But here, my case study is individual because we are in PKP. So, I already chose the products in google.

Based on the findings during the Google Search, the idea of boutique collection provides ready - made Muslimah clothes such as robes, baju kurung , blouses , skirt ,palazzo for woman created by Mohd Hasbullah Awang as a CEO of Hasnuri Sdn Bhd. The Hasnuri was started in March 2014.

During an interview, Hasbullah Awang said every product made by Hasnuri boutique is limited edition , so to maintain the exclusive features of the product , while making it affordably price , to suit every layer of society.

## 2. Business Description

### 1. Name of Company

Hasnuri is all well known cosmetics company in Malaysia since 2014. The company was founded by Hasbullah bin Awang.

### 2. Background of company

# HASNURI®

Hasnuri logo



Hasnuri branches in Pasir Gudang

<b>Name of the Business</b>	Hasnuri																	
<b>Business Address</b>	No 5, Jalan Niaga 14, 81900 Kota Tinggi Johor																	
<b>Telephone Number</b>	017-3028098																	
<b>Website</b>	www.hasnuri.com																	
<b>Owner's Name</b>	Mohd Hasbullah Bin Awang and Nuriah Binti Zakaria																	
<b>Form of Business</b>	Clothing (Brand)																	
<b>Main Activity</b>	Selling <i>baju kurung</i>																	
<b>Date of Commencement</b>	2014																	
<b>Date of Registration</b>	2014																	
<b>Registration Number</b>	1229614-H																	
<b>Company history</b>	<table border="1"> <thead> <tr> <th><b>YEAR</b></th> <th><b>EVOLUTION</b></th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>Small booth in some organized event</td> </tr> <tr> <td>2014 – 2015</td> <td>Open an official shop in Kota Tinggi, only two of them that grow Hasnuri together</td> </tr> <tr> <td>2016</td> <td>Hired their first part-time employee</td> </tr> <tr> <td>2017</td> <td>Has 3 employees</td> </tr> <tr> <td>2018</td> <td>Has 40 employees</td> </tr> <tr> <td>2019</td> <td>Has 60 employees</td> </tr> <tr> <td>2020</td> <td>Has 100 employees and built a new warehouse in Iskandar Halal Park in Pasir Gudang, Johor</td> </tr> </tbody> </table>		<b>YEAR</b>	<b>EVOLUTION</b>	2013	Small booth in some organized event	2014 – 2015	Open an official shop in Kota Tinggi, only two of them that grow Hasnuri together	2016	Hired their first part-time employee	2017	Has 3 employees	2018	Has 40 employees	2019	Has 60 employees	2020	Has 100 employees and built a new warehouse in Iskandar Halal Park in Pasir Gudang, Johor
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