



اَبُو سَيْدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

**CASE STUDY**

**NAME OF COMPANY :**

TD FRATELLO PRINTING AND STATIONERY HOUSE

**TYPE OF BUSINESS :**

SOLE OWNERSHIP

**PREPARED BY :**

**FACULTY & PROGRAMME :** FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY  
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## 1.0 Executive Summary

TD Fratello Printing and Stationery House have recognized by all people in Samarahan, Kuching. This is due to the location of the Ground Floor, SL 25, Desa Ilmu Commercial Centre Phase 25, Jalan Dato Mohd Musa. Services offered by TD Fratello Printing and Stationery House include printing assignment, printing shirt and banner. For the latest that he did is sell product labelling, flash stamp, trophy, medal, plaque, sticker printing, binding, button badge, custom mug design, and stationery supplier.

After that, the problem that related the worker of Td Fratello Printing and Stationery House's company work on three-month period because their worker has offer other work. Generally, this situation make barrier to run the activity in this company because must have a new worker immediately and wasting time that teach them from basic about working technique.

Next is, the solution is the company will have to well-prepare to overcome the situation such as the changing of the worker, the basic training for the new worker, the facilities, the services and others. The owner, Mr. Suhardi Bin Ikham is responsible to provide a basic training for the new worker as they can learn new skill and gain some useful knowledge to run the business well.

## 2.0 Introduction

Entrepreneurship education seeks to provide students with the knowledge, skill and motivation to encourage entrepreneurial success in a variety of settings. Variations of entrepreneurship education are offered at all levels of schooling from primary or secondary school through graduate university programme.

Entrepreneurship education focuses on development of skills or attributes that enable the realization of opportunity, where education of management is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving profit in some form which is in non-profit organization or government can take the form of increased services or decreased cost or increased responsiveness to the customer or client.

All the university students are encouraging to taking entrepreneurship and students can explore more about the business. University students also must to do case study before they do their very own business. To learn more about entrepreneurship, business culture, and how was the business operating.

However, it is not easy to be an entrepreneur because there are many challenges must to overcome. There are couple of problem such as:

### **i. Abandoning another career**

If you are going to dedicate to starting and nurturing a business to success, it's going to be nearly impossible to simultaneously to manage another career. You might be able to manage infancy of your business on other side, during weeknight and weekend, but if you want to have a chance to of growing significantly and invariably you'll have to quit you day job. Walking away from the promising, steady long-term opportunity for something unpredictable is scary especially if you never have run a business before. Unfortunately, there is no easy way to address it. Just think through your decision logically, and don't ignore your instincts.

### **ii. Financing**

Experienced entrepreneur doesn't have it easy when it come funding a new business, but they do have a few advantages over newcomers. They might have a pool of capital from a business, they previously sold or a steady stream of revenue they can use to fund a new business's cash flow.

### 3.0 Company Information

“TD Fratello Printing and Stationery House” was established in July 2016. It is located at Ground Floor, SL 25, Desa Ilmu Comercial Centre Phase 25, Jalan Dato Mohd. Musa, 94300, Kota Samarahan. The address is near to UITM, Kota Samarahan, and campus 1.

The founder of “TD Fratello Printing and Stationery House” is Mr. Suhardi Bin Ikhrum. He also a fulltime lecturer at UITM, Kota Samarahan. He started this business through ENT project that he did at UITM than make it to proposal and create this business. Mr. Suhardi creates his own business and only revises back his ENT project before. His background business is started with printing services. For example, printing assignment, printing shirt, and banner. For the latest business that he did is sell product labelling, flash stamp, trophy, medal, plaque, stationery, sticker printing, binding, button badge, custom mug design, and stationery supplier. His business before is starting from a small rack of shirt.

#### Organizational Structure

