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TITLE:

**“KAK NORIS NASI BERLAUK”**

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PREPARED FOR:

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## **1.0 EXECUTIVE SUMMARY**


In this case study document, I would like to describe about Kak Noris Nasi Berlauk which are the Eatery. This food company is familiar with the high school student and residents of Taman Kurnia Jaya also other people who came to buy packaged rice. The location of the company is also strategic which is located next to the road, where the road is often traversed by school students and people who works early in the morning. The foods provide were also very tasty.

This business operated starting from 2009 until now. There are a lot of changes that occurs to the business during the period.

Other than that, there are not many food vendors operating in the early hours in the morning. The less the competitors, the more successful the business can be. This will result Kak Noris Nasi Berlauk can sells their products more efficient.

This business owner also practiced some important factors in the entrepreneurship. For the example, the owner often takes the opportunity to grow his business. Besides that, she also has a very high self-confidence, and she is also always looking for information related to her business. This owner is also wise woman in managing his business.

## 2.0 ENTREPRENEUR PROFILE

<b>Name</b>	Norisma Binti Mustafa
<b>Profile Picture</b>	
<b>Position in the company</b>	Owner
<b>Education Background</b>	Diploma of accounting UiTM
<b>Operation time</b>	6.00 a.m. until 10.00 a.m. from Sunday to Thursday
<b>Sales location</b>	Jalan Padang Golf, Pengkalan Chepa 16100, Kota Bharu Kelantan
<b>Date of birth</b>	18/07/1980
<b>Status</b>	Married
<b>Number of dependent</b>	5
<b>Skill</b>	<ul style="list-style-type: none"> <li>• Can prepare a variety of delicious food early in the morning for sale</li> <li>• Can serve customers very well</li> <li>• Good talk</li> </ul>
<b>Workers</b>	<ul style="list-style-type: none"> <li>• 2 people who are not from her family</li> <li>• 2 from her family member</li> </ul>

### **3.0 ENTREPRENEUR COMPETENCIES**

The Entrepreneur Competencies refers to the key characteristics that should be possessed by successful entrepreneurs to perform entrepreneurial functions effectively.

#### **1) SEES ACTS ON OPPORTUNITIES**

First, Pn. Norisma is type of entrepreneur that always looks for and act on opportunities. For the examples, Pn. Norisma saw some of her customers who are in rushing when buying packaged rice at her eatery. This is because, most of her customer are students and workers, where they must leave early to reach their destinations. From that, Pn. Norisma thinks of a way not to make her customer who are in rushing, can buy even faster.

Therefore, she added another menu like nasi lemak that can be wrapped without waiting order from customer. This is because, nasi lemak uses a different type of rice compared to other rice sold. So, it will not cause a big loss to Pn. Norisma. Because of that, when there a rushing customer come, they just take the nasi lemak and pay without having to line up. Besides, she also adds many sorts of kuih muih at her eatery where the kuih muih came from other vendors who boarded to put their kuih at Pn. Norisma eatery. From that, Pn. Norisma charge a small fee on that. Even with the fee, the other vendors do not burden with it.

On top of that, before she starts her business, she already has a spacious front yard. Therefore, she was able to save capital to start the bussiness.