

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)
WRITTEN REPORT ON CASE STUDY (20%)

OVERVIEW

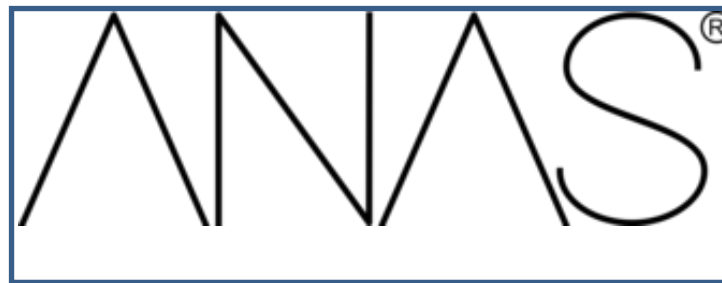
The term case study refers to both a method of analysis and a specific research design for examining a problem . Analysing a case study requires you to practice applying your knowledge and your thinking skills in a real situation. To learn from a case study analysis you will be "analysing, applying knowledge, reasoning and drawing conclusions" (Kardos & Smith 1979).

This activity aims to expose students to real business. Throughout the process, students will learn about entrepreneurial ventures and running a sustainable business including challenges and achievements.

INSTRUCTIONS

1. This is **INDIVIDUAL ASSIGNMENT**
2. Students need to identify **ONE** successful entrepreneur for the case study.
3. Collect as much information as possible about the entrepreneur and its **entrepreneurial competencies, company background, product, business performance, etc.**
4. The information can be collected through document reviews, personal **ONLINE** interviews with the owners, observation, etc. Due to COVID 19, students are **NOT** allowed to conduct face to face interview
5. The group needs to write a final report using the given format.
6. Use Times New Roman 12 or Arial 11 with 1.5 spacing for writing a case study report.
7. The report must be submitted on or before **2nd MAY 2021**. Failure to do so will jeopardize the student's grade for this subject.

TEMPLATE



CASE STUDY

ANAS ZAHRIN & ANAS HQ

FACULTY AND PROGRAMME:SCIENCE COMPUTER AND MATHEMATICS

SEMESTER:4

STUDENT NAME:NURUL SYAZWANI BINTI ANUAR

ID NUMBER:2019424696

LECTURER NAME:SIR ATTIK ARIFFUDDIN BIN RAJA ARIFF

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2. ENTREPRENEURIAL COMPETENCIES	
2.1 Explain at least FOUR (4) entrepreneurial competencies possessed by the selected entrepreneur.	
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EXECUTIVE SUMMARY

ANAS HQ is located at No.40,Jalan Astaka U8/84A,Bukit Jelutong,Seksyen U8,40150,Shah Alam,Selangor.I pick this location as it is an industrial places and is at a strategic place.This business focus on cosmetics,f&b and scarf.

The cosmetics that they produce is beauty sponge,foundation,lipmatte,eyeliner and etc.ANAS HQ also produce many design of scarf and food . ANAS Cosmetics was established in August of 2017 when they discovered a problem among Asian women in finding the right shade that matches their skin tone & they use that as a fuel of inspiration for their brand. All of their products are made to match the Asian women for the sole purpose to lift out the major issue that they encounter on a daily basis which is matching shade.

They put their focus into being the first local product that goes international with a quality that aligns with the global standard which ANAS Cosmetics also is one of the local makeup brand in SaSa Malaysia (owned by international Hong Kong Company) They put a lot of thoughts, research and hard work into their products with hope to fulfil women's desire in wearing make up that truly suit their skin flawlessly.

Anas Zahrin, the Creative Director behind the brand has always been the person who seeks solution to ease every women so that they can enhance their beauty by make up. Not only that, their motto Show Your True Colors definitely aligns with the direction of creativity that Anas Zahrin lead.

Their major purpose is to fulfil the demand of the market in producing high quality products with an affordable price while they stand tall amongst the international brands

1.ENTREPRENEUR PROFILE

1.1 Some brief information about owner and his or her business

1.1.1 Entrepreneur background

Born in Kota Tinggi, Johor, Mohamad Anas Zahrin Bin Hj. Atan is the 6th child of 9 siblings. Also known as 'Anas Zahrin'. After finishing high school, he continued his tertiary education in UITM Jengka, Pahang pursuing Diploma in Business Management and furthered in Bachelor in Marketing at UITM Segamat, Johor. Anas did not stop there but continued to further master his craft at London Fashion School where he got his early exposure in the fashion photography world. Soon after finishing his studies in 2009, he started his career as a fashion photographer travelling back and forth to London and Paris for 3 years before coming back in 2013 to finally open his own photography studio in Shah Alam, Selangor.

1.1.2 Background of business

Started his very own fashion Line in 2013

The inspiration in his art mainly comes from the beauty of the human soul and the extraordinary creation of nature itself, enabling him to capture breathtaking moments in fashion and life respectively. Being exposed to a lot of Victorian architecture during his travels has developed his taste in design and colour palette ultimately prepared him to dominate the local modest fashion industry, after which the company Annas Easkey Empire was born. Following the big success of his own fashion line Ashh&Annas, Some say he has the 'Midas Touch' because of his ability to turn anything he touches into gold, thus the creation of more successful homegrown brands such as Malaysia's lifestyle cosmetic brand ANAS Cosmetics, his fashion line Ashh&Annas and the latest addiction is LevMi (Food&Beverages)