



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِناَ
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY:
MUHD HILMI BIN CHE AZMAN
ELRAH EXCLUSIVE

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES (CS1104E)
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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.

This is an attempt to find out how the theory can be applied to practical situations. As a student at UiTM Kelantan Machang Campus, it was part of the study for me to undertake a case study project. So, for this purpose, I had the opportunity to research a company that produces clothing products, named Elrah Exclusive, which is currently located at KBMall Kota Bharu Kelantan. For the project report, the first step is the general information of the company has been gathered and the information is gathered through the primary and secondary sources for example we interviewed the owner of Elrah Exclusive and we also gathered information about Elrah Exclusive through the Instagram and Facebook Platforms.

The second part is, specialized subject study which the objective of the project is to view background, organizational structure, products and services that have been provided in Elrah Exclusive. Next, we study about men's clothing and accessories industry. After that, I learned about the technology or system that have been used in Elrah Exclusive and marketing strategy used by the company to promote their product is really interesting. Lastly, market and place. In this case study, we also analyzed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis.

1. ENTREPRENEUR PROFILE

1.1.1 Entrepreneur background



- **NAME** :Muhd Hilmi Bin Che Azman
- **COMPANY'S NAME** :Elrah Exclusive
- **CONTACT** :013-9856342
- **AGE** :33 years old
- **STATUS** :Married
- **WIFE'S NAME** :Nur Amirah Aulat Abdullah
- **OLD PROFESSION** :Photographer
- **ADDRESS** :Bandar Baru Bangi, Selangor
- **COMPANY'S ADDRESS** :5231e, Jalan Hamzah, Bandar Kota Bharu, 15050 Kota Bharu, Kelantan
- **ONLINE PAGE** :elrahexclusivekbmall (Instagram)
Elrah Exclusive KB MALL (Facebook)

1.1.2 Background of business

ELRAH EXCLUSIVE

Elrah Exclusive is a top brand clothing that offer you a stylish look of Baju Melayu and Kurta for gentleman out there to feel more stylish and cool. This company based in Bangi Sentral and has many branches all around Malaysia including Kelantan. Elrah Exclusive was registered in 2014. A career as a photographer made Muhd Hilmi Che Azman's sense of sight, 33, who is more by the name of El Azman, is often treated to an enchanting selection of beautiful clothing. Every time he shoots a model in a charming dress, there is a lot of interest in himself to be directly involved in the fashion industry.

In addition, the field is acknowledged to be able to provide lucrative results with funds marketed properly. The main product offered in this business is men's clothing which is suitable for men aged 7 years old and above. The main characteristics of the product is the clothes are washable, durable and lightweight. The clothes are easy to put on and take off so they can be worn by people of all ages. This business is in the form of sole proprietorship. The reason why he chooses the sole proprietorship is because he likes to see people fashionable and wearing stylish clothes.