



اَوْبُونُ سَيِّتِي تَيْكُونُ لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

(FUNDAMENTALS OF ENTREPRENEURSHIP)

CASE STUDY

ARIFFIN MATANG ENTERPRISE

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EXECUTIVE SUMMARY

First of all, regarding to fulfil the Fundamental of Entrepreneurship (ENT300) course requirement, we need to carry out a case study. For the case study it requires me to choose any correspondent entrepreneur that reach their sales below RM250,000 in a year to complete this case study. So, in this case study it includes the history, background of their business. I decided to choose Arrifin Matang Enterprise which is located at Lot 2060 A, Kampung Matang 21700 Kuala Berang, Terengganu. To get the information needed I'm contact the manager of that company who is Mr. Arrifin. From the conversation, I have known about their background of the business, type of business model and types of product. Next, with the cooperation of their manager to share about their business I get many information that can applied or access application in the lecture to real life situation. Lastly, every entrepreneur also has some kind of problem whether it is the big problem or small problem, like Arrifin Matang Enterprise they also have some problem that need them faced.

1.0 INTRODUCTION

Entrepreneurship education seeks to provide students with knowledge, skills and motivation to encourage entrepreneur in a variety of settings. Entrepreneurship education focused on the development of skills or attributed that enable the realization of opportunity.

In this course, students will conducting case study to any business company. This in case study, students need to interview any company or business to know about their financial, history, product, and other important information. Another important thing is we also can learn about a company or business and know what the challenge that they have to face.

For this case study, I have chosen a small business company and the company name is "Arrifin Matang Enterprise". This shop was selling two types of fertilizer to their costumers. The location of this shop is at Kuala Berang, Terangganu. During the interview, I ask all the information of this shop through their owner because I want all the truth information and the owner name is Mr Arrifin Bin Said.

2.0 BUSINESS BACKGROUND

As we all know Kuala Berang is located at plantation area. So most of the population in Kuala Berang work in plantation sector. The owner of the company who is Mr. Arrifin Bin Said also have his own palm oil plantation. Because of that, he decide to open the business to sell the fertilizer and the related item to the farmers.

After having difficulties to get the fertilizer for the plantations, the owner of the company getting the idea to open the business that sell fertilizer. At the early stage, his business did not get good responses from the farmers. This is because, he sold brand new fertilizer in the market. So, the farmers are afraid to buy that fertilizer. Other than that, they also worried about the effectiveness of the fertilizer towards their plant.

At last, after one month the business grow faster and the sales increase from time to time. It happen because when the farmers bought the fertilizer for the first time and see the impact to their plant, they believe the fertilizer is very useful. So, right now the farmer confident to get the fertilizer from this shop because they already know about the effectiveness. After that, the owner need to increase the order of fertilizer from the supplier because the demand is high.