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FACULTY OF BUSINESS ADMINISTRATION

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

INDIVIDUAL ASSIGNMENT:

CASE STUDY

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1.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, I need to carry out a case study. I am required to write a report based on my study which is a company or business that I have chosen. During a case study, I need to collect the information about the owner of the company and details about the company in order to complete for the case study report. The purpose of this case study is to provide a better understanding for me to access my chosen business plan. This is done to analyse in detail about a business in order to manage the business effectively and efficiently in the future. So, I decided to do some research on a business in food services industry. The business that I had chosen is Ruzi's Food Enterprise. By searching the details in the internet and also the interview through phone, I managed to get some details especially on their background of the business, type of business model, products and services marketing.

2.0 INTRODUCTION

Based on case study, I need to find one company that their sales not exceed RM250, 000 in a year. So, I decided to choose Ruzi's Food that located at Lot 1893, Panchor, Pengkalan Chepa, 16100, Kota Bharu, Kelantan in order to evaluate the business performance and try to get some information about the business.

My lecturer encourage me to choose one small and medium enterprise (SME's) in Malaysia. Company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or also known as SSM). In order to collect the information that I need, I must search it on the internet due to the pandemic of Covid-19 that has occurred across the country. Luckily, I also managed to get some information by contacting the owner, Ruzilawati Binti Haron personally through phone. The reason why I choose this company is because I want to know how she can maintain her business from 2009 till now.

For the objective of doing this case study is to access application on theories and concepts learned in lecturer to real life situation. Through the case study, students will be capable to improve problem resolving and decision-making skills.

2.1 ENTREPRENEUR PROFILE

Ruzi's Food Enterprise is owned by Ruzilawati Binti Haron. The company is properly managed by the owner and four staff which she has hired. Starting from a small sale by the owner's mother, Puan Hajah Hasnah Binti Abdul Rahman in Kampung Alor Melaka, Pulau Chondong, Machang, Kelantan in 1999. The main product at that time was only the instant 'roti canai' and the sales received warm welcome from the villagers especially the nearest neighbours. After several months of operation, Hajah Hasnah fell ill and became a barrier for her to pursue her business. The enterprise seems to be abandoned due to the constraints experienced. This resulted in Ruzi's Food owner, Ruzilawati Binti Haron deciding to continue her mother's struggles in the frozen cold business.

Ruzi's Food began operations on January 1, 2009 with the support from her late husband. He provided a small factory to Puan. Ruzilawati and with her own capital with an estimated cost of up to RM 50,000. With the existence of the factory, Puan Ruzilawati has provided employment opportunities to the locals where 4 residents in the area agreed to give a commitment to work at Ruzi's Food. Ruzi's Food products received coverage from all media parties and were released in the 'Gemilang Malaysia' segment on TV1. Now, Ruzi's Food is thriving with several follow-up visits by the Kelantan Agriculture Department aimed at promoting Ruzi's Food products to the local market.