



UNIVERSITI  
TEKNOLOGI  
MARA

***FUNDAMENTALS OF ENTREPRENEURSHIP***

***ENT300***

***INDIVIDUAL ASSIGNMENT (CASE STUDY)***



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## **EXECUTIVE SUMMARY**

The content of this case study in this subject is about the entrepreneur profile, the business profile and the entrepreneurial characteristics. Since I am one of the agent of this product, so I have decided to choose a small developing enterprise company that focus on MiniBite Delights product under the Meet D Sweet A&M Ventures for my case study.

MiniBite Delights offering 2 types of homemade bakery which is cookies and cheesetart that made at the production house. It does not have their own bakery or shop because it has the own systems and way to sell this product. It is the opportunity for women especially housewife to gain their income by being one of the agent under MiniBite Delights.

## INTRODUCTION

### ENTREPRENEUR PROFILE



Adila Azurin Binti Abu Bakar	<b>Founder's Name</b>	Marina Binti Muhammad
33	<b>Age</b>	33
Slim River, Perak	<b>Address</b>	Putrajaya
Diploma in Business Studies (management) at Shah Alam Politechnic	<b>Level Education</b>	Bachelor of Communication at Universiti Sains Malaysia
Civil servant as Assistant Administrative Officer at: <ul style="list-style-type: none"> <li>➤ Ministry of Health Malaysia (2011 – 2014)</li> <li>➤ Finance Section of the Department of Statistics Malaysia.</li> </ul>	<b>Working Experience</b>	<ul style="list-style-type: none"> <li>➤ A journalist at Media Karangraf Sdn. Bhd. Group (2010 – 2012)</li> <li>➤ A clothing dropship (2012)</li> <li>➤ As an owner for Marina Muhammad Shawsl (2015)</li> </ul>
013-3542207	<b>Phone's Number</b>	019-4501317
Facebook -Adila Azurin	<b>Media Sosial website</b>	Facebook -Marina Muhammad

Who is the strongest person behind the successful of MiniBite Delights?

They who are more affectionately known as Mar and Dila are the co-founders of MiniBite Delights. Dila or Adila Azurin Binti Abdul Bakar is a diploma educated civil servant. She was a Shah Alam Politechnic's student in Diploma in Business Studies. She served as a civil servant from 2011 until now as an Assistant Administrative Officer at Ministry of Health Malaysia from 2011 until 2014 and now she works at Finance Section of the Department of Statistics Malaysia from 2014. She likes to invest the money for knowledge because she definitely sure that only in knowledge will make us grow and go further and with knowledge that distinguishes us from others.

Meanwhile, Mar or Marina Binti Muhammad who has the Bachelor of Communication at Universiti Sains Malaysia now is a fully housewife. She has experience in business although only completely online business but she has achieved the first 1 million sales in 3 years of business. She was a journalist at Media Karangraf Sdn Bhd group from 2010 until 2012. After that, she started a small business in 2012 as a clothing dropship with only gain a profit of RM5 per sales and a four (4) figure income. She only used zero marketing costs on social media and sold it on facebook or facebook page.

In 2015, she started producing its own brand product which is Marina Muhammad Shawsl. However, it only lasted for 6 months due to production problems. With 8 years of experience in trading other people's product, she is now the founder of the MiniBite Delights product brand under Meet D Sweets A&M Ventures.