



اَبُو سَيِّدِي تَيْكُو لَوِي كِي مَابَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

FACULTY OF BUSINESS AND MANAGEMENT

Fundamentals of Entrepreneurship (ENT300)

Individual Assignment:

Case Study

Prepared by:

Nur Athilah Syahin Binti Muhammd Mizi

2018203868

Prepared for:

Madam Nur Hazelen Mat Rusok

Group:

D1BA1195H

Date of submission:

21 November 2020

TABLE OF CONTENTS

| NO | CONTENT | PAGE |
|-----|---------------------------------|-------|
| | Executive Summary | 2 |
| 1.0 | Introduction: | 3 |
| 1.1 | Business Entrepreneur | 4 |
| 1.2 | Business Profile | 5-6 |
| 1.3 | Business's Products/Services | 7-9 |
| 1.4 | Business Marketing | 10-11 |
| 2.0 | Entrepreneurial Characteristics | 12-13 |
| 3.0 | Conclusion | 14 |
| | Appendices | 15-16 |

EXECUTIVE SUMMARY

Regarding to fulfil Fundamentals of Entrepreneurship (ENT300) course requirement, I need to carry out a case study. During a case study, I need to collect all information about a company to complete this case study, I decided to choose Werra Trading and went to their store to do an interview session with the manager and also the owner of Werra Beauty Trading who is Miss Zulya Azura Binti Zainal Abidin. I be able to know that the type company of Werra Beauty Trading is a sole-proprietorship. Werra Beauty Trading offered various Beauty and Health Products. Werra Beauty Trading is focusing on beauty and health products. There are so many types of products either products from Malaysia or outside the country. There are various types of products available in this store. This kind of products can be purchased by women and men, especially for people at young ages. The products that available at the store are Demica Lotion, Demica Lipmatte, Temyracle Whitening Body Scrubs, Cherry Blossom Scrubs, Pixay Compact Powder, Deeja Cosmetic, Aloe Vera Gel, Maybelline's product and many more. So that, people out there can purchase whatever kind of products that they want because they are so many products that available in this store. Therefore, I choose three products that have many feedbacks on it. The business is doing online and offline sales including cod of delivery (cod). From this case study, I be able to know about entrepreneur's characteristics and so on.

1.0 INTRODUCTION

Based on case study, I need to find one company that their annually sales not more than RM250,000. I decided to choose Werra Trading located at PT13775, Wisma Sri Galas Gua Musang, 18300 Gua Musang, Kelantan to evaluate the business performance and try to get the more information through the manager and also their staff. Even though, it is a COVID19 now, but I followed the SOP and wearing a mask when I enter to their store. Their staff give a collaboration so that the interview went so well and I have no problem to get the information about their business.

During study case, I need to choose one small business company in Malaysia that had been register under Suruhanjaya Syarikat Malaysia (SSM). I already made a research about a small company. There are many company that I found in my research. The Werra Trading is the one of the small company which sell many various of the local products that I found in my research and their company is the most suitable from the others. So, in order to collect more information about the business, I voluntarily went to their store to meet the owner and the staffs of Werra Trading. The company operated under the name of Werra Beauty.

1.1 ENTREPRENEUR



An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business or procedures. Entrepreneurs play a key role in any economy, using skills and initiative necessary to anticipate needs and bring good new ideas to market. Entrepreneurs who prove to be successful in taking on the risks of a start-up are rewarded with profits, fame and continued growth opportunities. Those who fail, suffer losses and become less prevalent in the market.

In another words, entrepreneur is a person who undertakes the risk of starting a new business venture is called and entrepreneur. An entrepreneur creates a firm, which aggregates capital and labour in order to produce goods or services for profit. Entrepreneur is an important driver of economic growth and innovation. Entrepreneur is high-risk, but also can be high-reward as it serves to generate economic wealth, growth and innovation.

There are three types of most common forms of business entities registered by small and medium enterprise (SMEs) which are Sole Proprietorship, Partnerships and also Private Limited Company.

Werra Beauty Trading was registered under sole proprietorship. A sole proprietorship is basically the simplest form of business ownership there is, and in Malaysia, it is governed by the Registration of Business Act 1956. Unlike a corporation, a sole proprietorship is not a separate entity from the person who owns it. Simply put, a sole proprietorship is the simplest form of business to set up and manage due to the lower amount of paperwork, the lower cost for setting up the company and also the overall simplicity of execution. Additionally, being a sole owner of a business can be quite an attractive option, as this means that the owner has full control over the business and how it is run.