



اَوْنِيَوَسِيَتِي تِيَكُونُو لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

INDIVIDUAL ASSIGNMENT:

CASE STUDY:

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## **1.0 EXECUTIVE SUMMARY**

I need to perform a case study in order to fulfil Fundamental of Entrepreneurship (ENT 300) course requirement. During the case study, I need to find the information about a company to complete the case study task. To make this became successful, I have choose one company which is Murni Printing Enterprise. I have contact Encik Wan Muhammad Faisal Bin Wan Zain who is manager and also senior designer of Murni Printing Enterprise to do an interview session. From the interview, I have known about their business profile and entrepreneur profile, besides, I also have listed the Personal Entrepreneur Characteristics of the owner Murni Printing Enterprise.

## **2.0 INTRODUCTION**

Based on this case study, I need to find one company that their annual sales are not above than RM250000. The workers must be less than ten members and their profit monthly from RM 3000 until RM 5000 only. During this case study, i need to choose one small or medium enterprise in Malaysia. The company that been choose must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM)

The objective of this case study is to analyse business, entrepreneur profile and also about the entrepreneur characteristics by get the information through personal interview with the manager and staff. Other than that, this case study also going to help me to access on theories and concepts learn in lecture to real life situation.

To complete this assignment, I have choose printing and advertising industry. I choose Murni Printing Enterprise who sell product like business card, banner, rubberstamp and many mores. I choose this company because I am one of their regular customer and I am very satisfied with their product.

## 2.1 BUSINESS PROFILE



**Figure 1:** Logo of Murni Printing Enterprise

<b>Name of the Business</b>	Murni Printing Enterprise
<b>Business Address</b>	Lot 1633 J, Kampung Kubang Tin, Melor, 16400, Kota Bharu, Kelantan.
<b>Correspondence Address</b>	Lot 1633 J, Kampung Kubang Tin, Melor, 16400, Kota Bharu, Kelantan.
<b>Telephone Number</b>	011 - 12701662
<b>Form of Business</b>	Sole Proprietorship
<b>Email</b>	murnifazrul70283@gmail.com.my
<b>Main Activity</b>	Murni Printing do Printing and Advertising product
<b>Date of Commencement</b>	1 <sup>st</sup> January 2018
<b>Date of Registration</b>	30 <sup>th</sup> Mei 2018
<b>Registration Number</b>	SSM NO: 002163765-x
<b>Company History</b>	<p>On 2019, Murni Enterprise start hire the staff to make sure all the operation of the business going smoothly in order to achieve goal business</p> <p>On 2018, Murni Enterprise start their business at the shop.</p>

## 2.2 ENTREPRENEUR PROFILE



**Figure 2:** Mrs Murniwati Binti Ishak. The owner of Murni Printing Enterprise

Murni Printing Enterprise is owned by Murniwati Binti Ishak. She is 33 years old business woman. Like many other entrepreneur, Mrs Murniwati also have her own history before she decided to be an entrepreneur. She is coming from a businessman family, her father, Encik Ishak Binti Musa owned a restaurant, named “Restaurant Selera Melayu” at Pasir Mas Kelantan. Started from 12 years old, she have helped her father at the restaurant by taking order of the customers. She had business exposure at the early age by learning business from their father.

She had early education at Sekolah Kebangsaan Zainab 1, and secondary school at Sekolah Menengah Kebangsaan Zainab 1, Kota Bharu. During her studies, she has realized that she really have interest in arts and making design, because of that, she have further her studies in diploma and degree in Arts and Design (Graphic Design and Digital Media) course. During her studies at UITM, she always participated in program and also join digital media class that have been organized to gain knowledge.

After graduation, she decided to work and have job experienced, she work as graphic designer at Mutiara Printing and Advertising at Dungun, Terengganu. She design and print visualize material like brochures, business card, banners and more. Became a graphic designer at Mutiara Enterprise has gave her experience to works in group with creative and advertising teams in order to create new material to achieve the business goals. After gain five years

experienced, she and her best friend, Miss Afira Natasya Binti Farid have decided to open a partnership business. On 2013, they opened a printing and advertising shop named 'AM Dream Studio (printing) based at Kota Bharu Kelantan. Both of them have gain experienced on how to manage their business by achieving their customer's satisfactions and sales through 3 years of operations.

Next, after having 3 years experienced on partnership business. Mrs Murniwati Binti Ishak have decided to get out from the comfort zone and decided to open sole proprietorships. She believes in herself that as entrepreneur, she need to always sees and acts on opportunities, besides, having eight years experienced in this industry have make she felt confident with herself and she believe " where there's a will, there's a way". On 1 January 2018, she successfully open Murni Printing Enterprise that been located in Melor, Kelantan. Mrs Murniwati have learned to set up their business company vision and mission and making sure the business is potential to attract the customers. As a founder of the business, she assembling and leading their team to always stick to the plan of the business in order to achieve the business goals.

### **3.0 ENTREPRENEURIAL CHARACTERISTICS**

#### **1. PROBLEM SOLVING**

The personal entrepreneurial characteristics of problem solving means that the entrepreneur need to take different action to overcome the problem that faced by the business. They need to figure out an ideas to overcome the obstacles in order to achieve their business goals. The example of problem solving are like switched to an alternative strategy to reach the goal. For example, Murni Printing Enterprise on their five months of start up the business, their sales are low and not achieve their monthly goal profit. To solve this problem, Mrs Murniwati Binti Ishak have think the strategy to upgrade the marketing of her business. She has come out with ideas to use social media marketing. She has create business account of Facebook to post information and images about their business product. Her effort became successful because after a months, Murni Printing Enterprise has gain more customers and their goals of monthly profit have been achieve.

#### **2. PERSISTENCE**

Persistence means that an entrepreneur is able to make repeated efforts or to take different actions to overcome an obstacles that faced by their business in order to achieve the goals. For example at Murni Printing Enterprise, some of their customers have complain that they did not have time to wait their order to finish during the time that has been stated, usually three until four days. To solve this problems, Mrs Murniwati has come out with ideas to introduce new systems which is “Order finish in 24 hours”. That is means, their customers order like brochures, flyers, booklets, business cards and more will be done on the same day of the order that have been made. This have become successful problem solving because all the customers of Murni Printing became satisfied with the services and majority of them has become regular customer of this enterprise.



### **3. INFORMATION SEEKING**

Information seeking characteristics means that the entrepreneur always finds ways to gain more knowledge and information to upgrade their business in order to achieve business goals. They can consult people who expert in the business to get new information, doing personal research on how to market product, and also contact the experienced people to obtain useful information about business. For example, Mrs Murniwati Binti Ishak has attend class “Marketing From Zero” that has been organized by Jamaluddin Bahari who has been known as Sifu Jamal, founder of SifufBads Sdn Bhd. From this class, Mrs Murniwati has gather information about how to write neat and organized copywriting about her product that going to be promote on social media. This is important to attract customer buy a product from her business.

Next, Mrs Murniwati also joined “Program Intensif Perniagaan Internet dan Strategi Media Sosial” that have been organized by Irfan Khairi, founder of Irfan Khairi Sdn Bhd, from this class, Mrs Murniwati has learned on how to make an effective marketing on offline and online, which are going to help her to make strategy to promote Murni Printing Enterprise. She also learned the ways to improve skills to key in database of the customer. The knowledge from this class has been shared to all the workers in Murni Printing Enterprise.

### **4. SELF - CONFIDENCE**

This characteristics means that the entrepreneur believe and confident with themselves that they have the ability to achieve their dreams. This is important in order to make sure that they did not give up with themselves even though there will be many obstacles that they need to face. For example, Mrs Murniwati Binti Ishak confidence with herself that she can try the new things that out from her comfort zone, which is open a sole proprietorship business. She believes her eight years experienced in this industry will help her in the process of open her new business which is Murni Printing Enterprise. Murni Printing have faces obstacles which are their business did not achieve monthly goal profit, but Mrs Murniwati confident with herself that she need to find ways and did not give up. She came out with many ideas and have lead their team to always believe that every problem have solution. She always remind herself and their team that failure should not have to be viewed as a negative or excuse from being successful. The knowledge and experienced that been gain by Mrs Murni have teach her that the road to success paved with losses and mistakes, but It still can take you to where you want

to go as long don't lose sight of your ultimate destination. Because of this spirit, Mrs Murniwati and team have successfully overcome the obstacles and day by day, their business have gain many customers.

## **5. EFFIENCY ORIENTATION**

This characteristics means that successful entrepreneur always find ways to do things faster or less cost. For example, at Murni Printing, customers need to deal with the designer on what type of design they want to order. This takes long time and not been efficient. To upgrade this became more faster, Mrs Murniwati have introduced a showroom of design collection. In this showroom, there will be example design of banner, banting, business card and other products. Every time their customers came to make orders, they can just choose the design and tell the designers. This have help the customers to saves their time and energy. Next, to make work became faster, Mrs Murniwati have setting up Key Performance Indicator (KPI) to all of their workers. This will help the workers to focus on their works in order to achieve everyday target. If they fail, Mrs Murniwati will lead them to get back on track, and those workers who get achieve more than the target, they will get bonus.

## **6. SEES AND ACTS ON OPPORTUNITIES**

Sees and acts on oppourtunities means that the entrepreneur always look for and takes action on oppourtunities. For instance, Mrs Murniwati has decided to open her business in Melor, because of the strategy location that is close to the customer. The location of this business is located nearby restaurant, workshop, pet shop, barber shop. This will attract the owner of other business to make banner or other advertising product with Murni Printing Enterprise. This business location also easy to reach because the public transportation run near it. Other than that, Mrs Murniwati see this as strategy location, because there are no similar businesses are located nearby. Murni Printing is the first printing shop around here. This will give a big advantage because it will attract many customer to their shop.

## 4.0 APPENDICES

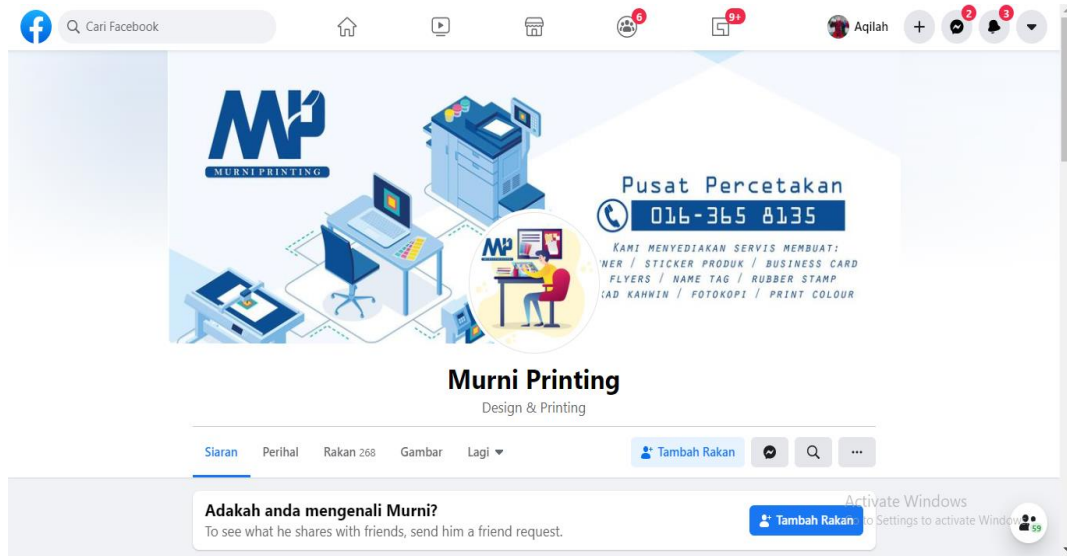


Figure 3: Murni Printing official Facebook

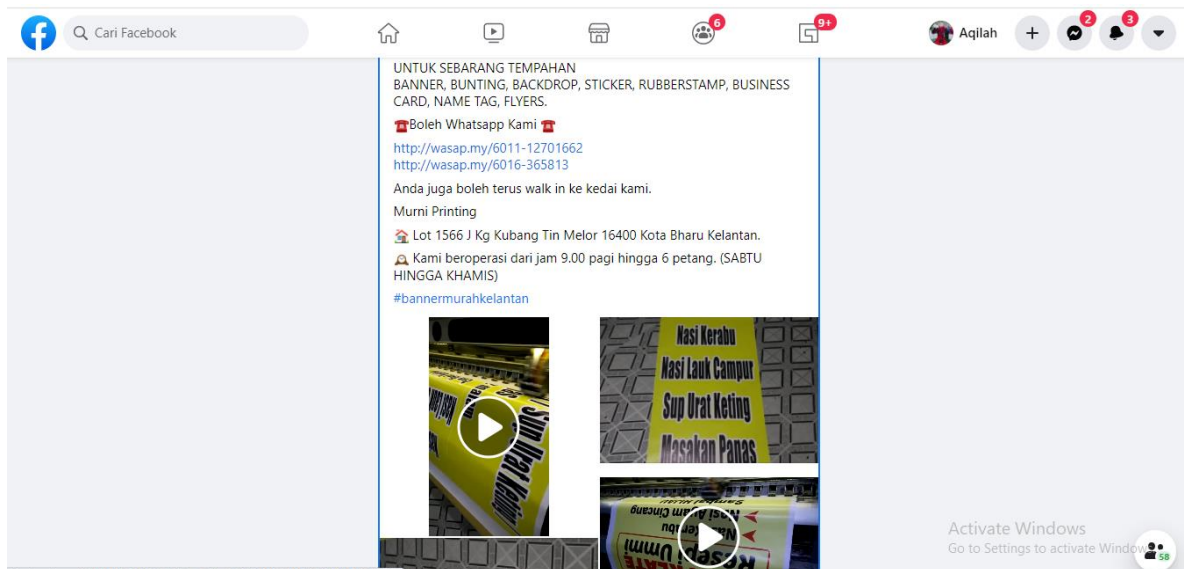
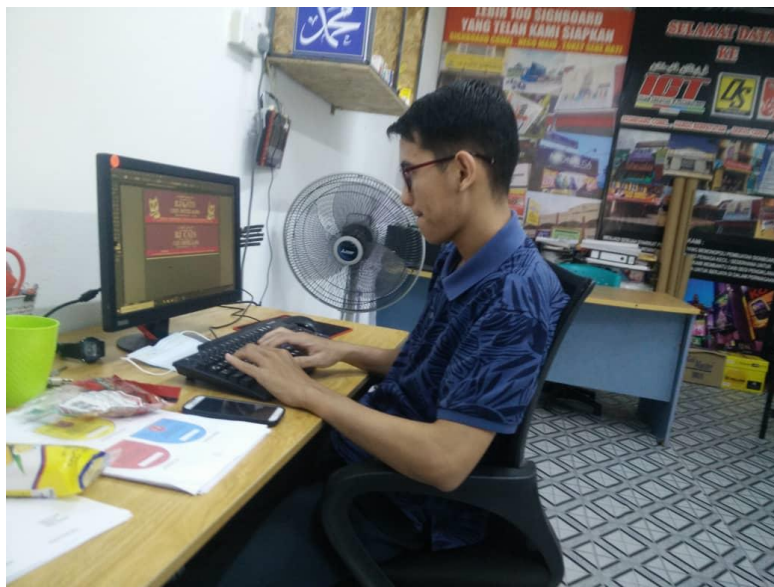


Figure 4: Murni Printing marketing post on Facebook.



**Figure 5:** Murni Printing workers who are Siti Saerah Binti Azman, Muhammad Fadhli Bin Kamaruzaman and Muhammad Faris Binti Bakar are prepared their customers order which are stickers.



**Figure 6:** Murni Printing Enterprise manager and senior designer who is Wan Muhammad Faisal Bin Wan Zain was making design of banner that has been requested by their customers.



**Figure 7:** Sticker product that been produce by Murni Printing Enterprise.



**Figure 8:** Other stickers that been produce by Murni Printing Enterprise.



Figure 9: Nametag pin that been produced by Murni Printing Enterprise.



Figure 10: Wedding invitation card product that has been produced by Murni Printing Enterprise.



Figures 11: Banner that been produce by Murni Printing Enterprise.



Figure 12: Banting that been produce by Murni Printing Enterprise



**Figure 13:** Business card that has been produce by Murni Printing Enterprise.



**Figure 14:** Rubber stamp that has been produced by Murni Printing Enterprise.





**Figure 15:** The process to print the banner by using machine at Murni Printing Enterprise.