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UNIVERSITI
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MARA

COURSE:

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

REPORT TITLE:

BUSINESS OPPORTUNITY

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1.0 EXECUTIVE SUMMARY

Based on this case study, we need to find a company where the sales do not exceed RM250,000 per year. So I decided to choose Aiszzy Electronics Enterprise at No.13A, Jalan Kristal L7/L, Seksyen 7, 40000 Shah Alam, and Selangor to evaluate the business performance and try to get much more information through call interview with the manager.

To conduct this case study, I need to choose a small and medium enterprise (SMEs) in Malaysia. The company that has been selected must be registered under Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). To collect all the information that I need, I decided to interview with Aiszzy Electronics Enterprise's founder Miss Nur Aqilah Zainuddin to get some data. The reason why I choose this local product business is to know how they manage their business.

Aiszzy Electronics Enterprise serves an ideal electronic shop for the community who are searching for specific electronic components, sensors & actuators, microcontroller board (Arduino, Micro: bit, NodeMCU, ESP32), microprocessor board (Raspberry Pi), Reka Bentuk Teknologi (RBT)/IoT/Arduino training or kits and electrical training.

2.0 Introduction

This subject seeks to provide students with the knowledge, skills, and motivation to encourage entrepreneurs in various settings. Variations of entrepreneurship education are offered at all schooling levels from primary or secondary schools and university programs. Entrepreneurship education focused on the development of skills or attributes that enable the realization of opportunity.

In this project, a case study needs to be carried out to fulfill the Fundamental of Entrepreneurship (ENT300) course requirement. During the conduction of this case study, all information about the company that has been selected needs to interpret. So I decided to contact the Aiszzy Electronics Enterprise manager to do an interview. I get more information about the business background, organizational structure, type of business model, products and service marketing, and operational strategy from the interview.

In this project, we make a case study on a company to know about their financial, operation, and management. We can learn about a company in real life, its nature, and the challenges the company has to face. In this case study, it helps us to improve our knowledge of doing a business plan later.

At the end of this case study, this project is useful to the student as they study about the business in their life. Also, we can go and see the production of the company. It is an excellent experience for us.

MISSION, VISIONS AND OBJECTIVES

Missions:

1. To cater the society needs with providing broad choices of electronic components
2. To share the knowledge of electronic fundamentals and its real-life applications
3. To build innovative projects for society

Visions:

1. To born skilled, creative and ethical innovators relevant for academics, industry and society.
2. To be the 1st choice industrial electrical distributor in Malaysia.

Objectives:

1. To continually upgrade and build innovative projects paralleling with today's technology advancement that is made open source for the ease use of the public.
2. To guide and produce more experts in used of electronic components.
3. Determined to strive for highest standard products and continuously offer customer an affordable and impeccable service that beyond their expectation.