



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

**FACULTY OF BUSINESS MANAGEMENT**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS OPPORTUNITY RUBRIC**

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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. During a case study, I need collect all information about a company to complete a study case, so I decide to choose Radzi & Co. From on my research, I have known about all their background of the business profile and also about business characteristic. Radzi & Co is company provide financial services and others.

I decided to choose Radzi & Co located at No 48-2, Jalan Komersil Senawang 7, Taman Komersil Senawang 70450 Seremban, Negeri Sembilan to evaluate the business performance and try to get much information about their service and about their business profile. I choose Radzi & Co because the company This firm is an Account Firm that was established on 1 July 2009 and has been registered with Malaysian Institute of Accountants (MIA), Institute of Approved Company Secretaries (IACS), Tax Agent under the Ministry of Finance and Goods and Services Tax (GST) Agent. In order to collect all information that I need, so I get the research from their company website and another website about Radzi & Co. This company offers a range of services for business and corporate institutions related to accounting, tax, legal and regulatory information and other services. Our report is prepared in a format that is so comprehensive and relevant in accordance with the document act provided.

Radzi & Co is a certified accountant firm providing reliable and trustworthy services related to financial reporting, taxation, auditing and company secretarial services to clients. Radzi & Co is ready to provide the best assistance to customers from various angles of problems that are presented comfortably under one roof. Radzi & Co, operates with a high level of expertise and extensive experience in the field to assist clients with financial management and advice, record accounts, prepare income tax returns, prepare financial statements, business plans, tax advice, benchmark analysis, management compliance and business services to customers.

## **2.0 Introduction**

I decided to choose Radzi & Co located at No 48-2, Jalan Komersil Senawang 7, Taman Komersil Senawang 70450 Seremban, Negeri Sembilan to evaluate the business performance and try to get much information about their service and about their business profile.

Accounting firms provided by Radzi & Co company have various interests especially to those who want to start a business. Among the services offered by Radzi & Co are company establishment, account advisors and consultants, audit and compliance, tax advisors and consultants, seminar training and many more.

In this assignment I would like to explain what is The Business Model Canvas (BMC) in company Radzi & Co. The Business Model Canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept. It is a one page document which works through the fundamental elements of a business or product, structuring an idea in a coherent way. BMC is very important because to quickly draw a picture of what the idea entails, It allows us to get an understanding of your business and to go through the process of making connections between what your idea is and how to make it into a business. It looks at what kinds of customer decisions influence the use of your systems. And lastly, It allows everyone to get a clear idea of what the business will likely be.

### **3.0 Vision, Mission and Objective**

#### **MISSION**

In line with the MISSION "Becoming a Professional Advisor & Consultant in Business Preparation and Solutions", Radzi & Co.

To realize that mission, we provide:

1. Effective financial management and solutions.
2. Cooperation used for employees to maximize productivity.
3. Good cooperation with business partners through business ethics and integrity.

#### **VISION**

Visi Radzi & Co. namely as "Part of the Entity Contributing Towards the Preparation of Business and Professional Financial Statements", has a specially trained workforce in the fields of Accounting Services, Company Secretary, Taxation, Computer Accounting & Software and SST. With the aim of improving services in meeting the needs and requirements of customers better, we provide detailed management financial reports and offer comprehensive secretarial services in accordance with the Companies Act 1965.

#### **OBJECTIVE**

Constantly expanding the service network and improving in-service efficiency to address customer-specific needs. In addition, is committed to making a positive contribution to the customer business through the best service by Radzi & Co in the innovative development of professional discipline.