



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا

# UNIVERSITI TEKNOLOGI MARA

## FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300) CASE STUDY / BUSINESS OPPORTUNITY / BUSINESS PLAN

PREPARED BY

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FACULTY & PROGRAMME: AD111

SEMESTER: 4

FACULTY & PROGRAMME: FACULTY OF ART & DESIGN/ GRAPHIC AND  
DIGITAL MEDIA (AD111)

PROJECT TITLE: Local Handmade

**PREPARED FOR**

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**SUBMISSION DATE**

23 APRIL 2020

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## EXECUTIVE SUMMARY

The case study is important to evaluate the company's background, company's analysis as well as the company's problems and alternatives that the management has provided. The methods that used to study the analysis is face-to-face interviews with the management of the company through phone calls and review from people who already have purchased and taste the products.

SWOT analysis is vital in order to help the business to keep improving the business performance because it evaluate business wholly and points out the company's advantages and what is lacking comparing to other businesses. Through the identification of SWOT, the company are able to revise their business plan by carrying out various of strategy.

LOCAL HANDMADE product are business that made up of accessories such as handbags, pouches, wallets and more. The business make up the competition by making their service at a more affordable price for all the community. The company also promote their business and service through advertisement in the Social Media such as Facebook where they updates any discounts and promotion to their customers.

# INTRODUCTION

Entrepreneurship education seeks to provide student with the knowledge, skills and motivation to encourage entrepreneur in a variety of settings. Variations of entrepreneurship education are offered at all level of schooling from primary or secondary schools and also in university programs. Entrepreneurship education focused on the development of skills or attributed that enable the realization of opportunity.

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

In conclusion, this project is good to the student as they study about the businesses in their life. Also we can go and see the production of the company. It is a good experience to us.

## COMPANY BACKGROUND



**Business Name** : Local Hand Made

**Founder** :NaimMukhlis Bin Mohd Nor

**Business Genre** :accessories

**Business Address** :KampungChelahGu, 16210 WakafBharu, Kelantan.

**Business Website Address / Media Social URL** :

<http://localhandmade.com.my>

**Marketing Mobile number** :013-5262413

**Business Phone Number** :0 17-852 5202

**Instagram** :localhandmade

**Business Contact Email** : [fariz.localhandmade@gmail.com](mailto:fariz.localhandmade@gmail.com)

**BUSINESS HOURS** : 10.30am - 6pm

**SATURDAY - THURSDAY**

## ABOUT US