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# UNIVERSITI TEKNOLOGI MARA

ENT300  
PROJECT 1  
CASE STUDY

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## **1 . Introduction**

### **1.1 Background of the study**

All Uitm students who further their study at diploma level need to take ENT300 course to give guideline and expose students to the business orientation . In this course , students will conducting case study to ant business to get two or problem that faced by the company or business . After that students should analyse the problem and find solution for any problem that have . The benefit of this case study is students will be more intelligence in conducting business . Next benefit is students will be exposed on how company operating their business . Thus , this case study is the good medium to teach students on how to solve problems . The case study was conducting to Zety Roses Resources , which is this business provide all kind of roses type product including selling all various type of roses flower . I want too get information on problem that faced by this business .

Entrepreneurship education seeks to provide students with the knowledge , skill and motivation to encourage entrepreneurial success in a variety of settings . Variations of entrepreneurship education are offered at all levels of schooling from primary oor secondary schools through graduate university programs . Entrepreneurship education focuses on the development of skills or attributes that enable the realization of oppoturnity , where management education is focused on the best way to operate existing hierarchies . Both approaches share an interest in achieving “profit” in some form (which in non-profit organization or government can take the form of increased services or decreased cost or increased responsiveness to the customer/citizen/client).

## problem Statement

To be an entrepreneur , there are many challenges that must overcome and couple of those problems are :-

➤ Abandoning another career

If you're going too dedicate yourself to starting and nurturing a business to success , it's going to be nearly impossible to simultanesously manage another career . You might be able to manage the infancy of your business oon the side , during weeknights and weekends , but if you want a chance of growing significantly , invariably you'll have to quit your day job . Walking away from a promising steady long-term opportunity for something unoredictable is scary – especially if you've never run a business before . Unfortunately , there's no easy way to address this . Just think through your decision logically , and don't ignore your instincts .

➤ Financing

Experirnced entrepreneurs don't have it easy when it comes to funding a new business , but they do have a few advatages over newcomers . They might have a pool of capital from a business they previously sold or a steady stream of revenue they can use to fund a new business's cash flow .

➤ Teambuilding

This is especially hard if you've never run or managed a team before , but even if you have management experience , picking the right team for a start-up us stressful and difficult . It's not enogh to find candidates who fill certain roles – you also need to consider their cost to the business , their culture fit and how they'll work as part of your overall team . Such considerations are exceptionally hard when you're under the pressure of filling those positions as soon as possible .

## **1.2 Purpose of the case study**

The main reason why this case study be conducted is too investigate the key of successful entrepreneur successes in their business and how the entrepreneur operates their business which is how the entrepreneur for Zety Roses business can face and solve the problem . This study also want to know the best way in solving problem as the owner have better achievement .

## **2. Company Information**

### **2.1 Background**

Zety Roses Resources company was founded in April 2016 . Its founder is DR SH Marzety Adibah Al Sayed Mohamad . Starting from the hobby of growing roses , Dr Zety has finally established the company at the behest of his fans . this hobby is a hobby with her husband and the rest of her family .

Zety Roses Park operates at Lot 3877 of Tanjung Aur Village , Jalan Hulu Ali Beach Terengganu . Zety Roses offers a wide variety of overseas breeding roses for sale . The Flowers in Zety Roses Park are supplied by Thailand . Zety Roses Park is one of the largest lowland rose gardens in Malaysia .

In addition too offering a variety of roses , Zery Roses Park is also a rose Research & Plantation Centre , Community Ros Therapy Centre and Garden Landscape Consultant . Zety Roses also supplies special care products for roses and other organic-based crops . In fact , we also provide guidance & guidance packages for every purchase at Zety Roses .

Zety Roses Products include Organic Steel , Medium Roses . Rose Rescue (RR) Insect Spray & Zery Roses Organic Spray Supplements . Zety Roses products are based on scientific research and are suitable for all flowers , vegetables and fruits . In addition , Zety Roses also sells soap products , rose hand lotions , rhinestone honey and rose-themed clothing .