

PRINCIPLE OF ENTREPRENEURSHIP (ENT530X)



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TABLE OF CONTENT



ACKNOWLEDGMENT	➤ 3
EXECUTIVE SUMMARY	➤ 4
BACKGROUND OF THE STUDY	➤ 5
PURPOSE OF THE STUDY	➤ 6
BACKGROUND OF KEBAB KAMIL	➤ 7
ORGANIZATIONAL STRUCTURE	➤ 8
PRODUCT & SERVICE	➤ 9-11
BUSINESS MARKETING	➤ 12
OPERATIONAL STRATEGIES	➤ 13
FINANCIAL ACHIEVEMENT	➤ 14
SWOT ANALYSIS	➤ 15
FINDINGS AND DISCUSSION	➤ 16
CONCLUSION	➤ 17
REFERENCES	➤ 18
APPENDICES	➤ 19-21



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EXECUTIVE SUMMARY



Kebab Kamil is a business that offers product and services to the customer who likes to eat Turkey shawarma that delicious and crunchy. Limited liability partnership is their form of business that the partners will be sharing the profit and loss of the business according of their ratios. Each of them will manage different task and have different responsibilities towards the business. Kebab Kamil was establish since 2020 until now. The strategic location to start their business of the Kebab Kamil is at Traffic light Kg Simpang Tok Ku, Kuala Terengganu, Terengganu. Based on our observation, the products of Kebab Kamil consist chicken and meat kebab that Turkey traditional foods that most of Malaysian will try and like it. It different from other food. The price of the Kebab Kamil also affordable for the customer, not that expensive kebab that sell at the restaurant. The case study will include company information, marketing strategy, operational strategy, company analysis which are strength, weakness, opportunities and threats. The most important is the financial achievement of this business.

BACKGROUND OF THE STUDY



- ❑ Entrepreneurship education seeks to equip students with the understanding, skills, and encouragement needed to succeed as entrepreneurs in a variety of situations.

- ❑ Students learn how to find revolutionary paths to develop critical thinking through entrepreneurship education.

- ❑ Students will learn entrepreneurship skills from the experiences of other entrepreneurs in this case study. This is the greatest chance for students to acquire information that will help them in the future.

- ❑ The students should then examine the problem and come up with a solution that is applicable to the company. The advantage of this study is that students will be more creative and knowledgeable in running a business.

- ❑ Entrepreneurship education focuses on the creation of skills or characteristics that enable students to recognize opportunities that would otherwise be unavailable to them in other occupations.

