



BUSINESS ADMINISTRATION HUMAN RESOURCE

• *Alfa Noumel*



CASE STUDY: COMPANY ANALYSIS

PRINCIPLE OF ENTREPRENEURSHIP (EN530): CASE STUDY

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Executive Summary

Alfa Noumel Enterprise is a sole proprietorship that established in 2016 . The business sell a delicious cool drink at night market Malacca. Their target market can be by all stages of age from children to elders. They also take the opportunity to expand their business by promoting their business to big events .The purpose of this case study being conducted is to study about how a Small and Mid-sized Enterprise (SME) operate their business and challenges. Even though Alfa Noumel is a small business but they have their own mission,vision, and SWOT like others big company.



Overview of The Company

Story of Alfa Noumel

Al Fayieda Qasyieraa ran this company in 2016. Alfa Noumel Enterprise is a company that sells drinks at several Malacca night markets. The idea for this "*air balang*" business came when Al Fayieda Qasyieraa was on a semester break from her Diploma in Business Studies and she wanted to put what she had learned into practise in actual situations. Today, Alfa Noumel Enterprise has successfully operated at 4 famous night markets in Melaka

