



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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(BA118)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

SIMPLYSITI SDN. BHD.

INDIVIDUAL ASSIGNMENT (1): CASE STUDY

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1.EXECUTIVE SUMMARY

I have been given the responsibility by my lecturer to do an individual assignment which is case study to enlighten me more about the subject that I studied fundamental of entrepreneurship. The main purpose of doing this case study is to further develop a branch of thought in the field of entrepreneurship at the same time it can give me an idea to establish my own business and being a successful entrepreneur in the future.

The company that I have chosen to do this case study is Simplysiti Cosmetic that owned by Dato' Sri Siti Nurhaliza binti Tarudin which is a Malaysian singer. The reason why I choose her company is because this company has been run over ten years and still manage to maintain on top after came out with so many obstacles in competing with others cosmetic company. They always present with the new idea in making an innovation towards their product to make sure that It up to date with this generation.

2.ENTREPRENEUR PROFILE

2.1 OWNER INFORMATION



Dato' Sri Siti Nurhaliza with her family

Dato' Sri Siti Nurhaliza binti Tarudin known as Malaysia's queen of entertainment also known as a multiple-award winning Malaysian pop singer-songwriter and was loved by diverse of age no matter young or old people with a various of talent such as singer, songwriter, actress and businesswoman. She was born on 11 January 1979 at Kampung Awah, Temerloh, Pahang, Malaysia and now she is 42 years old. She was the fifth child in a family of eight siblings which is her parent is Tarudin Ismail, a police officer and Siti Salmah Bachik, a housewife. During her childhood, she was involved in various school activities, including sports and class speeches. Siti Nurhaliza attend her first school kindergarten at the ' Sekolah Tabika Perkep' at Temerloh. After that she had her primary school at 'Sekolah Rendah Kebangsaan Clifford and follow up her secondary education at 'Sekolah Menengah Clifford, Kuala Lipis, Pahang.

She got married with her husband Dato' Khalid Mohamad Jiwa in the year of 2006 and got her first child on 19 March 2018 name Siti Aafiyah Khalid. On 19 April 2021, she gives birth her second child which is a boy. She was honoured with the title Darjah Indera Mahkota Pahang (DIMP) by the Sultan of Pahang which carried the 'Dato' in front of her name. She was the only Malaysian singer who has garnered more than 100 local awards as well as an International Awards. There are so many achievements that has been receive by her such as Voice of Asia 2002-Grand Prix Champion, South Pacific International Song and

Singing Co and many more other achievements. She is also the first Malaysian artiste who got to perform a solo concert in Royal Albert Hall and that was happened during the year of 2005. Despite having a very tough schedule in her career as a singer, she also took a chance to involve in the field of entrepreneurship. She is known as one of the most successful businesswoman and cultivated brand name.