



اَوْنَبُوْ رَسِيَّتِيْ تَيَكْنُوْلُوْجِيْ مَارَا  
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**FACULTY OF BUSINESS AND MANAGEMENT**  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

**ENT300 (FUNDAMENTALS OF ENTREPRENEURSHIP)**  
CASE STUDY RUBRIC INDIVIDUAL

**TITLE:**

BUBBLE BEE (SHAHMIRA BIN MUHAMAD)

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## **1. INTRODUCTION:**

### **EXECUTIVE SUMMARY**

At the end of the case study, I managed to know that the entrepreneurship is now one of the important areas in Malaysian industry. His income is involved in the development of the country. The role of entrepreneurs is not the only development of the country income in economic terms, in particular it also demands the structure of business and society. Entrepreneurships through the process of creativity and innovation of new product types and provide the necessary services to meet the needs of society in the manufacture of good products and services, entrepreneurs will find better methods to maximize resources and waste. With this, the community will get better products and services at cheaper prices. These are the examples of the characteristics or traits of a successful entrepreneur.

Firstly, I saw the characteristic of Shahmira is that he always helps poor people like orphan, people who lost their jobs and so on to succeed together. Next, she has the characteristics of open culture. In addition, the entrepreneurial characteristic of Shahmira is that he has a high commitment. Moreover, she is an entrepreneur whomever knew the meaning of failure and always learned from mistakes. Lastly, he also solves problems by thinking rationally without acting rashly without thinking about what will happen later.

He ventures herself in the business industry instead of being a professional actors and comedians. He did his jobs at the same time. As a successful young men. Shahmira has opened up my eyes and mind of society that anyone can be a successful entrepreneur as long as we put all of our efforts into their own business. Nothing is impossible.

## 2. ENTREPRENEURIAL PROFILE



Shahmira bin Muhammad or knows as Shuib Sepahtu, the most famous Malaysian artist and businessmen, was born on 12 September 1984. He is the only child of Muhamad Ayoh Abdul Karim and Salamiah Jalani. After completing Form 5 and obtaining Sijil Pelajaran Malaysia (SPM), Shuib worked in a manufacturing company that produces electronic products, tissues and wood and generates an income of RM1,200 per month.

Now Shahmira bin Muhammad or knows as Shuib married with a singer Siti Sarah Raisuddin on 26 February 2011. Shuib and Siti Sarah is have been blessed with three children throughout their marriage there is Uwais Al Qarni, Dzakira Talita Zahra and Ariq Matin.

He is a well-known comedian in Malaysia and a favorite artist of the people. Shuib is also comedian who collaborated with three other friends, namely Jep Sepahtu, Pakya Sepahtu and Rahim Sepahtu. This group is so popular that Sepahtu Group became the Champion in Raja Lawak Season 3 in 2013 Shuib received many awards among them are Prestigious Leader in Retail Chain A Lifestyle Industry. Shuib also a Malaysian comedian, actor, host and radio presenter since the year 2009.