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UNIVERSITI
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY

KIDZ PARADIZE

TYPE OF BUSINESS

PREPARED BY

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EXECUTIVE SUMMARY

Kidz Paradize have been recognized by citizens in Kuching. This is due to the location which is inside The Spring Shopping Mall where the place for the society spending their time. This place is focusing on the children. So, most of the parents who is spending their time in this shopping mall can bring their child to play at Kidz Paradize. Service offered by Kidz Paradize is playground, study room, small café and many more. The major problem faced by Kidz Paradize is the way to handle the child. It is because, they need to focus on the child while they are playing inside it. Some of the children are not easy to handle because something they thought that they just can be handle by their parents. Some of the children also naughty because they know that they only want to play with the other children. Kidz Paradize also faced with their competitors which is 'Molly Fantasy'. The competitors like to set a lower price compared to price set by Kidz Paradize. But, the price set by Kidz Paradize show the quality of the service and places provide.

INTRODUCTION

Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. Variations of entrepreneurship education are offered at all levels of schooling from primary or secondary through graduate university programs.

Entrepreneurship education focuses on the development of skills or attributes that enable the realization of opportunity, 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 is non-profit organizations or government can take the form of increased services or decreases cost or increase responsiveness to the customer/citizens/client

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

1. Abandoning another career

If you are going to dedicate yourself to starting and nurturing a business to success, it is going to be nearly impossible to simultaneously manage another career. You might be able to manage the infancy of your business on the side during week night and weekend, 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 unpredictable 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.

BACKGROUND OF COMPANY

Kidz Paradize is a safe indoor playground that is located at The Spring's top floor. It is primed with full fun equipment for children aged ranging from 3 until 12 years old. Established in the year 2012, Kidz Paradize is fully equipped to provide a comprehensive approach for the development of the children's mind while the children have fun. This indoor playground also provides services such as throwing birthday parties for the children, baking classes, drawing classes and many more learning process to make the children's mind bloom. Kidz Paradize is also a legit safe-proof indoor playground that has been authorised. Not only provides this service in Kuching, Sarawak but they also have it in Singapore. Other than furnishing fun for children, Kidz Paradize also come up service for the parents such as having free internet or wifi, serving beverages and more.

Kidz Paradize is under the management of the Victoria Hwang Company that is owned by Madam Victoria Hwang who has not only Kidz Paradize, but also runs other places which are Chilled Out!, a restaurant that is located beside Kidz Paradize and the company also runs VH Green Nature Park in Matang. Each places has their own respective managers and staffs that are working to run each of the places. For Kidz Paradize, currently has 8 staffs, 1 manager and 1 supervisor. The staffs are scheduled well for their duties to take care or protect the children in the perimeter of the indoor playground.

To promote and expand the existence of their service to more people, they advertise their services through their siblings' companies which are Chilled Out! And VH Green Nature Park. Promotions and discounts are also given to the customers to draw their attention and later gaining it. Parents are given free entrance if their children are entering Kidz Parradize.

This huge indoor playground also emphasize on their cleanliness and safety to protect the children and everyone that is entering it from germs and unwanted disaster. Like existing