



ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: CASE STUDY

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1.0 EXECUTIVE SUMMARY

As far as the basic requirement of Entrepreneurship (ENT300) is concerned, I need to carry out a case study. I have to gather all the information about a sole proprietorship or partnership businesses during a case study to complete this case study, so I decided to contact Mayhem Fixed via email to do an online interview session with the owner of Encik Sharifudin bin Marjunit. Encik Sharifudin thankfully, agreed to do the interview.

From the interview, I had known about his personal background, his business background, type of business model, his products or services, and others. Besides that, Mayhem Fixed is a private or enterprise business that get RM200 000 – RM250 000 revenues in average. In addition, Mayhem Fixed also produce goods like clothing for cycling and every-day wear, merchandise and design.

2.0 INTRODUCTION

Based on the case study, I need to find that the business does not sell more than RM250 000 per year. I decided to choose Mayhem Fixed, which is located in Shah Alam, Selangor, to assess the business performance and try to get as much information as I can through an online interview with the owner of Mayhem Fixed Business.

During the analysis, I should choose any of the small and medium-sized enterprises (SMEs) in Malaysia that are registered with the Companies Commission of Malaysia. In order to complete my case study, I need an online interview session with the founder of this enterprise to get those details I need. As a response, we're going to select Mayhem Fixed Business. The reason why we chose this particular company since it is known in Malaysia as a local brand product and even worldwide. A further purpose is to know how Mayhem Fixed runs their company.

The general purpose of this study is to provide connections to implementation theories and concepts studied in lectures on real life scenarios. Through the use of a case study, we students are expected to boost problem-solving and decision-making skills.

3.0 ENTREPRENEUR AND BUSINESS PROFILE

➤ Entrepreneur Profile

The entrepreneur name given by his parents is Sharifudin bin Marjunit. He is 43 years old and born at Bagan Datuk, Perak. Right now, he is currently stayed at Shah Alam. He is the first son out of four siblings of his family. In addition, the first education he got was at SRK Mempaga 1, Bentong, Pahang. Then, the second education was at SMK Sulaiman Bentong, Pahang and after few years, he transferred to SMK Gunung Rapat, Ipoh, Perak because he and his family has to move to Perak. Lastly, he graduated from UiTM Shah Alam in degree of Industrial Design.

From the interview, he was interested in business and started the business at 2010 but in inconsistently way. Besides, in 2012 he decided to get serious in the business and started to be more focus on how to improve and market his products. It is because his products are so famous and unique. He also got a lot of customers days by days.

For additional information I got during the interview, Mayhem Fixed business is his part time job but they are still and will consistently producing and making new products until now. It is because a lot of people like his products and they usually got warm welcome so the business will go on like usual.

Furthermore, his family are always so supportive and encouraging from the beginning. His family also support his business decision and will help him if they can. By doing so, he can continue his business with ease mind and go through ups and down with his family and workers.