



FACULTY OF BUSINESS ADMINISTRATION

Fundamental of Entrepreneurship (ENT300)

Individual Assignment :

Case Study

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Many people, especially my classmates have made valuable comment suggestions on my paper which gave me an inspiration to improve the quality of the assignment.

2.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, me as a student need to carry out a case study. During this case study, I need to collect all information about a company to complete this assignment, so I decided to choose Syofia Mazalan Resources. I also contact with the owner of the company to do an interview session who is Madam Nur Aliyah Syofia Binti Mohd Mazalan. From the interview I have known about their company information, which is background of the business, organizational structure, type of business model, product or services marketing and operational strategy and financial achievement.

3.0 Introduction

3.1 Entrepreneur's Profile

Name of the founder Syofia Mazalan Resources is Madam Nur Aliyah Syofia Binti Mohd Mazalan. She was born at Tanah Merah, Kelantan which is Hospital Tanah Merah. Now, she is 28 years old and live at Kampung Lakota, Jeli, Kelantan. She is the second oldest between her 6 siblings. She also is a married woman and blessed with two beautiful daughters and one son. Madam Syofia finished her primary school at Sekolah Kebangsaan Ayer Lanas and was graduated from high school at Sekolah Menengah Kebangsaan Kemahang.

She was interested in doing business since primary school, but when she showed her interest, both parents disagreed. This because her parents work for government and had consider business was hard before. After she constantly showed her interest, her parents finally changed their mind. Now, they both is one of the main supports of Madam Syofia. This because, name of "Syofia Mazalan Resources" is her father idea.

In 2018, she started her business with only RM100 and her company monthly sales only between RM400 to RM500. At first, she opened many businesses and she realized that Takoyaki has the highest demand among all of them. So, she decided to fully focus on Takoyaki and named her product Takoyaki Express.