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UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

CASE STUDY:
FNA RICH TRADE

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1.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamentals of Entrepreneurship (ENT300) course requirement, i need to carry out a case study. During a case study, I need to collect all information about a company to complete study case, so I decided to contact FNA Rich Trade Manager to do an interview session with the manager who is Puan Siti Noraini Bt Mohamad. From the interview I have known about their background of business, organizational structure, type of business model, products or services marketing and operational strategy. Besides that, I also can enable to analyses the business entity using SWOT through case study and I need to identify the problem that faced by their company and trying to recommend an alternative solution towards the problems.

2.0 INTRODUCTION

Based on case study, I need to find a one company that their sales are not exceed RM250, 000 in a year. So, I decided to choose FNA RICH TRADE located at 1174, KAMPUNG KELUBI JALAN KOTA BHARU 16800 PASIR PUTEH KELANTAN to evaluate the business performance and try to get much information through personal interview with manager and staff.

During study case, I should choose one small and medium enterprise (SMEs) in Malaysia. Company that selected must be registered with Companies Commissions of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). In order to collect all the information that I need, so I have to interview the owner to get information that we want. As a result, I have chosen FNA Rich Trade, the reason why i choose this local company is to know how they manage their business. FNA Rich Trade previously operated under the name of Farah Mohamad.

For the objective of the study case is to access application on theories and concepts learned in lecture to real life situation. Through the case study, students would be capable to improve problem resolving and decision making skills.

ENTREPRENEUR

Entrepreneurship education aims to give students the consciousness, abilities and motivation they need to support entrepreneurs in a diversity of settings. Differences of entrepreneurial education are delivered from primary or secondary schools at all levels, as well as through university programmes.

Entrepreneurship education has concentrated on or attributed skills development that allow opportunities to be realized. We're doing a case study on a company in this project to learn about their economy, organizational, and management. In real life, we will learn about a product, the essence of the product and the challenge it faces.

In this case study, it allows us to develop our skills later on when doing business plan. In conclusion, this project is perfect for the student as they learn their lifetime about the businesses.