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SERUNDING HABSAH HARUN

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## **1.0 EXECUTIVE SUMMARY**

Regarding to fulfil Fundamental of Entrepreneurship (ENT 300) course requirement, I need to carry out a case study and pick a business that I want to study. Based on case study, we need to find one company that their sales are not exceed RM 120,000 in a year and also we also need to find a company which is registered with Companies Commission of Malaysia (SSM). Hence, I choose Serunding Habsah Harun which the owner is Puan Habsah binti Harun and decided to make an interview with her as a method for me to get information about her business. Beside that, I also do online search about her business. In this report, the case that I study is about Puan Habsah binti Harun from Kampong Laut, Tumpat, Kelantan. Her business that I study is about serunding. Puan Habsah is very expert in making serunding as she already in the serunding industry since 1996 which is about 24 years. With her expertise, she already have many customers from all around Malaysia as she knew what taste her customers prefer. Serunding is a traditional food from East Coast of Malaysia where people will it with rice. However, due to its deliciousness, it already spread to all over Malaysia. There are many kind if serunding such as serunding ayam, serunding ikan and serunding daging. In this report, I cover the background of Puan Habsah, background of her serunding business, her product and also her strategy and ensuring her product will be remain a favourite product among her customers.

## **2.0 INTRODUCTION**

### **2.1 ENTREPRENEUR PROFILE**

Serunding Habsah Harun owner is owned by Habsah bin Harun where her business sold any type of serunding. Puan Habsah was born in Kampung Laut, Tumpat. Raised there, and now she decided to open her business where she was born since she is also still live at Kampung Laut. She was born on 10/3/1965 and now her age is 55 years old. Before the existence of Serunding Habsah Harun, her family owns a Dodol business. Since Puan Habsah been raised in a business family, the love for business already exist in her life since young. Hence, when she graduates from SMK Kampong Laut, she decided not to pursue her education in university despite she has the qualification to enter university. She would like to focus on 100% on business and it is having been her ambition since small girl. After graduate she inherit the business of her parents, she is the only children that love business in all of her siblings.

To expand her business in many kinds of food, after settling her job with dodol with her family, at the evening, she would go to her neighbour to learn on how to make serunding. She saw a bright future in selling serunding since her neighbour have a lot of customers. She gains the experience to work with her neighbour and learn how to make serunding for 3 years from 1963 until 1966. Even though she already did 2 works at the same time which is her dodol business and working with her neighbour in making serunding, she still does not have enough capital to start serunding business. Hence, with capital RM 500 from Amanah Ikhtiar Malaysia (AIM), she use that money to start her business. By 1996, she makes her own company and registered is with SSM. From there, she expand her business step by step until now she is one of the famous serunding entrepreneur from Kampung Laut.

### **2.2 BUSINESS PROFILE**

The Serunding Habsah Harun started in 1996, with her working experience with her neighbour for three years, Puan Habsah already ready in term of knowledge to start her own business. However, she has obstacle in term of capital, even though she does two works which make dodol and work with her neighbour, she still did not have enough capital. Hence, she borrows RM 500 from AIM. AIM is an organization who focus on to help Small and Medium Enterprises (SME). Through the help from AIM, Puan Habsah slowly expand her business and bought machines and raw material. For now, the address of her store is at 1403 A, Kg. Bendang Pulau, Palekbang. 16040 Tumpat Kelantan. Through up and down in her business, she faces many obstacles such as heavy flood in 2014 where she lost about RM 40,000 as her machine

broke down due to the heavy. Now, she also faces an obstacle that is also been faced by many entrepreneur where the customer cannot come to her shop and do face to face deal due to 'Perintah Kawalan Pergerakan Bersyarat' (PKPB). However, she not easily gives up as she has a determination to be a succesfull entrepreneur. Hence, she offers to her customer that cannot pickup her serunding directly with her, she would use a postage courier to deliver her product to her customer.

### **2.2.1 BUSINESS OFFERING**

In her business, Puan Habsah offer many kinds of serunding. Besides, the serunding that she sells is at affordable price. Beside that, she also offers to customer on how they want they want their own serunding taste. Some customer would like her to use ikan keli for serunding ikan. Some customer would like her to use stevia sugar which is more suitable for people who have diabetes as it is healthier than normal sugar. For Serunding daging, it will be sent to Puan Habsah every day as the cow will be slaughtered fresh to ensure that the taste of the meat is the best and to avoid the meat will rotten. Puan Habsah will get the meat from his supplier from Thailand. The price of the serunding is different depends whether the meat is local or import. The price for serunding daging for local meat is RM 65 per Kilogram while for import is RM 55 per Kilogram.



Figure 1: Serunding Daging

For serunding ikan, Puan Habsah usually use ikan kembung. For serunding ikan, Puan Habsah sold it for RM 46 per kilogram.