



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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Kampus Machang

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

INDIVIDUAL ASSIGNMENT:

CASE STUDY

(D&N ENERGY ENTERPRISE)

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TABLE OF CONTENT

NO	CONTENT	PAGE
1.0	EXECUTIVE SUMMARY	3
2.0	INTRODUCTION <ul style="list-style-type: none">• 2.1 ENTREPRENEUR AND BUSINESS PROFILE	4-5
3.0	COMPANY BACKGROUND	6
4.0	PERSONAL ENTREPRENEURIAL COMPETENCIES (PECs) <ul style="list-style-type: none">• 4.1 INFORMATION SEEKING• 4.2 SELF-CONFIDENCE• 4.3 COMMITMENT TO CONTRACT• 4.4 SYSTEMATIC PLANNING	7-11
5.0	APPENDICES	12-16
6.0	OVERALL REPORT	17

1.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, we need to carry out a case study. During a case study, I need collect all information about a company to complete study case, so I decided to contact D&N Energy Enterprise manager who is Puan Nor Ismawati binti Ismail. From the interview I have known about their background of the business organizational structure, type of business model, products or services marketing and operational strategy. Besides that, I also enable to analyses the business entity using SWOT through case study and we need identify the problem that faced by their company and trying to recommend an alternative solution towards the problem

2.0 INTRODUCTION

2.2 ENTREPRENEURSHIP AND BUSINESS PROFILE

Due to the case study, I decided to choose D&N Energy Enterprise as the company for my case study. D&N Energy Enterprise is owned by Mohd Shaifuddin bin Wahab. He is 42 years old and was born on 1 January 1978. He was managed this company with his manager, Puan Nor Ismawati binti Ismail which also his wife. Encik Mohd Shaifuddin bin Wahab lived in Kampung Tengawang, 21700 Kuala Berang, Terengganu with his wife. This company established on 3 November 2009. At first, Encik Shaifuddin do some wiring before he opened his own branch. So, he started with RM40000 as a capital. The company located at 73B Kampung Tengawang, 21700 Kuala Berang, Terengganu which is in front of Sekolah Rendah Kebangsaan Tengawang. The company also near with the owner's house. Encik Shaifuddin was graduated from Institut Latihan Perindustrian Gong Badak, Terengganu which is in Electrical Technology.

The form of this business is sole proprietorship. Other than that, Encik Shaifuddin also have studied at Akademi Binaan Malaysia in Wiring Phase 3. He also has a lot experience in wiring as he worked at many company before he owned his company. For instance, he worked as a technician at Hualon Corporation Sdn Bhd, Bread Factory which is High 5 meanwhile he worked as a maintenance at Uda ocean Sdn Bhd, Malaysia Land Properties Sdn Bhd and Menara MBPJ. Behind this part, Encik Shaifuddin also has a sad story that involved his father. His father was passed away while he worked at Kuala Lumpur. So, he decided to move from Kuala Lumpur and stay at Terengganu until now. It is because he still has a mother which is stay alone at home after his father passed away.

Encik Shaifuddin and his family stay with his mother at Kampung Tengawang. After that, he decided to make a small business. It is really hard to find the customer at first because he still newed in the business so not many people know and trust him. Then, he chooses to make wiring at people house because he wants to collect the capital to build his own company. In 2014, he can own his company and the company run smoothly until now. This is shown that Encik Shaifuddin really taking care his family which is he want to ensure that his mother is not alone at home and he worried about his mother healthy and safety. This thing clearly shown that Encik Shaifuddin is good son to her mother. It is because he willing to leave his stable job in a big company just to accompany his mother at home after his father was passed away.

The name of D&N Energy Enterprise is the idea from Encik Shaifuddin's wife. It is because the D&N Energy Enterprise are providing goods and services. This company are selling goods and also provide service. For instance, D&N Energy Enterprise is selling electric goods such as kitchen appliances, television, fans and many more. The range of prices also reasonable. In additional, D&N also provide wiring services to public with the reasonable price. Therefore, this company also selling the wiring equipment. Furthermore, the owner of this company also has many experiences about the wiring process. This is one of the reasons why this company also provide wiring services. Next, D&N Energy Enterprise also provides services like photostat, laminating and printing in the company. Besides, the annual sales for this company is RM60000 which is mean that the month sales are RM4000.

This company also have three employees which are two boys and one girl. The employees have their own task such as sales, marketing and other else. The employee also got instructed from the manager which is Puan Ismawati binti Ismail. The manager will replace all the work if Encik Shaifuddin is absent. The company operated from 9.00 AM until 6.00 PM. The employees also are given a punch card to ensure that there will nobody can come late to work. This is one of the initiatives to avoid the employees have discipline problem in this company. This company really taking care about the manner of the employees. Apart from that, manager also has main role to be an assistant for the boss. Every month, she will make a report about the sales of D&N Energy Enterprise. She also will check the punch card of each employee monthly to ensure that the employee follow the rules of the company. The employee also given holiday by the boss is on every Friday.

The purpose of this business is to help the rural population easier to find the electric goods if there are somebody need it immediately without have to go to the city to buy it. In additional, the villagers or people also can save their costs to the city just to buy some wiring product or laminating and electric goods in immediate time. It also can save their time which is the premises are near to their homes. This thing really helpful to the family which are from the lower income group. Besides, this company also help the owner to bear his family include his mother as he stayed with his mother. Encik Shaifuddin which is this owner of this company has makes survey to the villagers about the business that he wants to make so that he could know which business more important to the villagers. This is how that this company was held at Kampung Tengkadang which is in front of the school.