



الجامعة
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MARA

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**DIPLOMA IN PUBLIC ADMINISTRATION
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA, KELANTAN**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
INDIVIDUAL ASSIGNMENT:
CASE STUDY**

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EXECUTIVE SUMMARY

According to the course requirement of Fundamental of Entrepreneurship (ENT300) for individual tasks, I need to accomplish a case study on small and medium-sized enterprises (SME). To carry out this task, I need to gather all information and details about the company that I have chosen. I decided to choose Pisang Hut business as I can interview the owner which is Puan Sabella Binti Zulailee via contacting her through WhatsApp for a short and simple interview session by preparing some questions regarding her small business. Pisang Hut was famous for its pisang cheese with various kind of delicious topping. I got some information about the owner profile which fully committed to handle her business after finishing her studies which now it operates at Pasir Puteh, Kelantan, the products served by Pisang Hut is various kind of pisang cheese, pisang nugget, ropis, signature drinks, and they also offered delivery service to their customers. Besides, I also able to describe significant entrepreneurial characteristics that suit the founder of Pisang Hut.

1.0 INTRODUCTION



Figure 1: Puan Sabella Zulailee (Owner)

1.1 ENTREPRENEUR PROFILE

Name	Sabella Binti Zulailee
Gender	Female
Age	26 years old
Mobile number	0108015695
Education level	Diploma in Business Studies UiTM Machang
Marital status	Married
Husband	Meor Aliff Bin Azahar
Number of children	One

The owner of Pisang Hut Enterprise is Puan Sabella Binti Zulailee. She is 26 years old, live in Pasir Puteh, Kelantan. She is a graduate student of Diploma in Business Studies Universiti Teknoligi Mara (UiTM) Machang. She married to Meor Aliff Bin Azahar and already have one daughter, Amanda Camellia, Puan Sabella is kind, hardworking, and highly motivated to pursue her dreams as an entrepreneur or businesswoman. Based on her post via her Instagram, she decided to become an entrepreneur as she can see her potential in handling a small business and achieve her goals. Puan Sabella or more convenient to be called Bella did not expect that she would pass the obstacles and expand her business well. Puan Sabella have many supportive friends that always there to financially and morally support her from behind. I have known and met Puan Sabella and she was a charismatic person. As for now, Puan Sabella is fully committed to run her business as it is her top priority to achieve her dreams. She always updates her current progress in business with her followers and potentials customers.