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FUNDAMENTALS OF ENTREPRENURSHIP (ENT300)

INDIVIDUAL CASE STUDY

PREPARED BY

**FACULTY AND PROGRAMME : FACULTY OF ADMINISTRATIVE SCIENCE AND
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Thankful for divine glory because with His bounty, I can also complete the work I have been working on for case study for the subject of Fundamental of Entrepreneurships. This case study is very important to me as it is needed to fulfil my course requirement and also gives me an overview about business field operated in Malaysia. Thank you very much for the important individuals who helped me in the course of completing this assignment. First of all, to our lovely lecturer, Madam Nur Hazelen binti Mat Rusok who has given a lot of guidance and encouragement to me. She also sacrifice her time to teaching and guiding on progress this case study even though I knew that being a mom and lecturer at the same time during this pandemic Covid-19 is not easy. Not forgetting my colleagues who have struggled in completing this assignment. In addition, to both my parents who are also have supported and advised me as I complete this task. Your help in terms of the latest information on our assignment is very much appreciated. You guys who are willing to spend time to provide me with information will never forget about it. Finally, thanks to those who have helped me directly or indirectly throughout my case study.

1.1 INTRODUCTION

Based on case study, I need to find a sole proprietorship or partnership business which their sales not exceed RM 250,000 per month. After searching and interviewing many business operated in Malaysia, I have decided to choose Aqmarithm Enterprise, a sole proprietorship business who owned by a freshly graduated woman. This business was coherence this early year, on 8th January 2020 located at Bandar Seri Putra, Kajang, Selangor. I was interviewed and evaluated her business performance last week virtually since I am not allowed to go out due to this pandemic Covid-19.

During this case study, I should choose a small and medium enterprise in Malaysia. Company that selected must be registered as legal business under Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or known as SSM). In order to collect and record all the information that I need, I have to interview the founder itself to get the details about business so that I can complete my task. After the interview session, I found that the founder of Aqmarithm Enterprise, Nurul Aqmar Ismail is a kind-hearted and soft spoken woman. It was delightful and comfortable for me to ask anything related to her business and improves my communication skill at the same time. There are a few reasons why at the end I decided to choose Aqmarithm Enterprise as my case study and one of them is because it is small business and local products that totally unique and rarely to be found in nowadays shop or platform of business.

For the objective of the case study, students would capable to learning and apply the concepts, process and strategies to successful in business field in their daily life. Furthermore, students also would capable to improve the decision-making and problem solving skills.

2.1 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, I have to carry out a case study about sole proprietorship or partnership business. During the case study, I am entrusted to collect and review all information and resources related to the Aqmarithm Enterprise to complete the task. Therefore, I decided to interview the company virtually due to the world situation that is severely affected by the covid-19 pandemic. I was interview the founder itself, Nurul Aqmar binti Mohd Ismail. From the interview session, I have known her company's background, organizational chart, characteristics of founder and collection of products. Besides that, I am also enable to analyses the business entity through SWOT (strengths, weakness, opportunities, threats) and get to know about her business achievements. At the first, her small business is not well-known in Malaysia and she was struggling at that time to improve the business itself. Then, she encourage her best friend to join together in handling this business and be a part of the Aqmarithm Enterprise. Due to her efforts and patience, her small business become successful and getting known by people through social media such as Instagram, Facebook and the new one is Tik Tok.