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UNIVERSITI
TEKNOLOGI
MARA

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

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

ASSIGNMENT TOPIC / QUESTION :

CASE STUDY INDIVIDUAL

PREPARED FOR :

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SUBMISSION DATE :

Week 7

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EXECUTIVE SUMMARY

In this case study, we need to find and make some research to know how the business was established, how the founders manage the shop and the business, what the strategies that founders use to attract the customers to repeat order and also how the founders make the business well known. So, in this report we will know all the secret, the strategies and opportunity that these founders used in their business.

In addition, when I do the research and studying about this business, I can get and find out more about this business such as about the background of founders and business, the type of this business, about the capital, profitability, products that they produced, the challenge and how they manage the business. So, if one day I want to open my own business, I can follow the step or maybe learn from the mistakes that founders once made while developing their business.

Other than that, the business field that the owner involved in is quite limited in expanding the market, it is because the competition is quite large and the potential to get customers is quite low because most of them think it can be made by ourself. So, for sure the founders need to be creative, innovate and have the strategy to attract the customers and expand the market.

INTRODUCTION

Here, to complete or fulfill the requirements of this case study, I need to study a business that has potential and sales not exceeding RM 250000. So, based on that I already chose to study in more depth about the opportunities, weaknesses, threats, and strategies that used by this business. The business that I chose to this case study is KUALE Surprise and Balloon or also known as the KSNB. Then, surely the aim of this report is to make research and study about the KUALE Surprise and Balloon.

In here, we will focus about the founders and the journey of how KUALE Surprise and Balloon was established. Besides, we can learn more about how the founders thought to open this business and what is the source of inspiration for the founders to grow the business in this field. Before that, the field that these founders are involved in is event planner. In this field the target or aim the founders is to involve in anything events such as surprises party, birthday party, picnic, arch for grand opening, candy buffet and anything that requires their services.

In addition, the strategy marketing that the founders use is quite creative because they do not spend a lot of money to be a better known. It is because the development of technology nowadays more advanced and it be much easier for traders to get the customers. So, for sure the founders can use the social media to attract the customers because it does not make us to spend more money to promote the product and make the business well known.

BUSINESS PROFILE

KUALE SURPRISE AND BALLOON	
NAME OF THE BUSINESS	KUALE SURPRISE AND BALLOON
BUSINESS ADDRESS	NO. 4, GERAI MPKK, SERI MERCU, JALAN SULTAN ISKANDAR SHAH, 33000, KUALA KANGSAR
PHONE NUMBER	017-4148783
FORM OF BUSINESS	PARTNERSHIP
DATE OF REGISTRATION	04.04.2019
YEAR OF COMMENCEMENT	2014
REGISTRATION NUMBER	201903100233 (IPO0520938-H)
VISION	KUALE SURPRISE AND BALLOON WANTS TO BE A MORE KNOWN IN THIS FIELD AND ABLE TO MEET THE NEEDS OF CUSTOMERS
MISSION	KUALE SURPRISE AND BALLON WANTS TO FEATURE VARIATIONS AND HAVE EXCLUSIVE VALUE IN EACH BOOKING EVENT ACCORDING TO CUSTOMER REQUIREMENTS AND BUDGET
OBJECTIVE	KUALE SURPRISE AND BALLOON WANT TO COMPOSE VARIOUS DESIGNS FOR EACH EVENT INTERESTINGLY
PRODUCTS	SURPRISES PARTY, BIRTHDAY PARTY, PICNIC SUPRISE, ARCH FOR GRAND OPENING, BRIDAL FLOWERS