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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

ENT300

FACULTY OF ADMINISTRATIVE SCIENCES AND POLICIES STUDIES

CASE STUDY

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

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DATE OF SUBMISSION:

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REFERENCES

INTERVIEWING MR. KAHARUDDIN, CEO OF IR MAN ENTERPRISE at 01125105887.

INTERVIEWING MADAM ROSMAWATI, MANAGER OF IR MAN ENTERPRISE at
0142159285

INTERVIEWING MISS RIZKI YANTI, ASSISTANT AT IR MAN ENTERPRISE at
01112161475

1.0 EXECUTIVE SUMMARY

In order to fulfill the task given for Fundamental of Entrepreneurship (ENT300), I need to carry out some information that requires by case study to enhance my skill in communication and the way to overcome the characteristics in the field of business itself.

After I make some survey that needed by this case study, I decided to contact one of the companies that I know well in the business field. So, I already enter into interview session with owner of the company **IR MAN ENTERPRISE**, Mr. Kaharuddin bin Sulaiman. From the interview, Mr Kaharuddin has given detail explanation about his business and how he been encouraged to become a businessman in young age. I also take down information about his personal detail, career, and his company background such as organizational structure, type of business model, product or services marketing and operational strategy. Another than that, I also can identified the entrepreneur characteristic on founder of **IR MAN ENTERPRISE** such as problem solving, efficiency orientation, persuasive and so on.

2.0 INTRODUCTION

Based on case study, we need to find a one company that their sales not exceed RM10,000 per month or RM250,000 per year. So, I decided to choose and do interview one of the company that only located in front of my house since it easy for me to collect the information, not far from home and also can protect myself since were in pandemic Covid-19 so I need to follow SOP when I going to interview him. That company called IR MAN ENTERPRISE that located at FELDA ARING 06, GUA MUSANG KELANTAN. To be clear, we need to evaluate the business performance and try to get much information through personal interview with manager and staff.

During case study, I have been required to choose one small and medium enterprise (SMEs) in Malaysia Company which is that selected company must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). In order to collect all the information, we have to approach the owner to fulfill the requires need about how they manage the company and how the business was started. They also give me a chance to explore his company building to describe the product services that that their company provide.

In the end of this case study, I as a student of fundamental of entrepreneurship will be able to access application on theories and concepts learned in lecture in to real life situation. Through the requirement that needed, I will be capable to learn how to improve my skills in problem solving and decisions making skill.

3.0 ENTREPRENEURS AND BUSSINESS PROFILE



3.1 ENTREPRENEURS PERSONAL BACKGROUND

NAME OF THE OWNER	KAHARUDIN BIN SULAIMAN
IDENTIFY CARD NUMBER	940427-03-6265
AGE	26 YEARS OLD
EMAIL ADRESS	KAHA27@GMAIL.COM
PERMANENT ADDRESS	A7-24 FELDA ARING 06, GUA MUSANG KELANTAN
ACADEMIC QUALITIFICATION	<ul style="list-style-type: none">➤ SPM - SMK CHIKU 3 - 4A 5B 1C ➤ STPM - SMK CHIKU 3 - 2A 2B
CONTACT NUMBER	01125105887
DATE OF BIRTH	27 APRIL 1994
MARITAL STATUS	SINGLE
ENCOURAGEMENT TO START BUSSINESS	CONTINUING AND EXPANDED FAMILY BUSINESS

ENTREPRENEUR BIOGRAPHY

IR MAN ENTERPRISE held by Mr. Kaharuddin after he finish studying for STPM at Sekolah Menengah Kebangsaan Bandar Chiku 03. He has continuing his family business that before this located at home but now they already have their own shop. In interviewing session, Mr Kaharuddin share the tips what encouraged him to become a businessman after graduate from high school. He wanted to continue his family generations doing a business which is his mothers, Madam Irmawati since that area has a lot of business opportunity to be generate. His family started doing business since he was child and since he is an older brother, so their parents put hope toward him to bring their family business to the next tier. Mr.Kaharuddin still single until now since he only focus to business.

Another than that, he always adhered to the principle by people 'Who Succeed Is People Who Giving Efforts but People Whose Fail Is Always To Give Reasons'.

3.2 BUSSINESS BACKGROUND

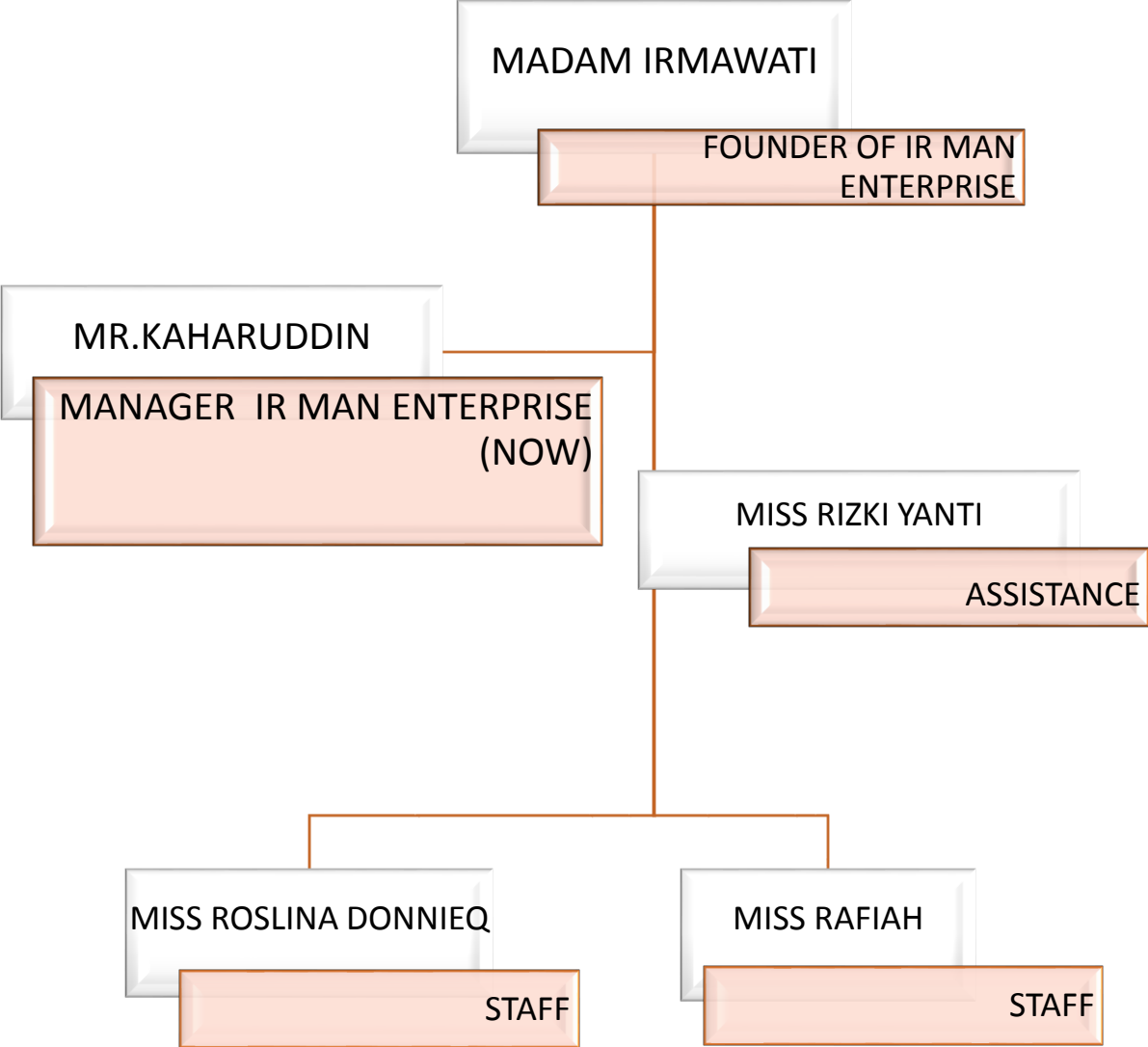


3.2.1 COMPANY BACKGROUND:

NAME OF THE BUSSINES	IR MAN ENTERPRISE
BUSSINESS ADRESS	LADANG FELDA ARING 06, 18300 GUA MUSANG KELANTAN
CORRESPONDENCE ADDRESS	LADANG FELDA ARING 06, 18300 GUA MUSANG KELANTAN
WEBSITE	www.mysbusiness.com › company › Ir-Man-Enterprise-1 <u>IR MAN ENTERPRISE (KT0365289-W) - Malaysia Business Directory</u>
EMAIL	-
TELEPHONE NUMBER	01125105887
FAX NUMBER	-
FORM OF BUSSINES	SOLE PROPRIETSHIP
MAIN ACTIVITY	GROCERY
DATE OF COMMENCEMENT	6 APRIL 2007
DATE OF REGISTRATION	9 MAC 2016
REGISTRATION NUMBER	KT0365289

FIRST MODAL	RM 10,000						
PROFIT (EVERY MONTH	RM 3000						
DURATION OF BUSSINES	13 YEARS						
COMPANY HISTORY	<table border="1"> <thead> <tr> <th>YEAR</th> <th>EVOLUTION</th> </tr> </thead> <tbody> <tr> <td>2007</td> <td>STARTED SELL GROCERY BASIC ITEM FROM HOME</td> </tr> <tr> <td>2016</td> <td>DECIDED TO RENT A SHOP TO EXPAND BUSSINES TO MORE VARITIES</td> </tr> </tbody> </table>	YEAR	EVOLUTION	2007	STARTED SELL GROCERY BASIC ITEM FROM HOME	2016	DECIDED TO RENT A SHOP TO EXPAND BUSSINES TO MORE VARITIES
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2007	STARTED SELL GROCERY BASIC ITEM FROM HOME						
2016	DECIDED TO RENT A SHOP TO EXPAND BUSSINES TO MORE VARITIES						
ACHIEVEMENTS	<ul style="list-style-type: none"> ➤ RECEIVE A LOT OF FOREIGN CUSTOMER THAT NEEDED GROCERY SERVICES AND ALSO FROM LOCAL PEOPLE. ➤ INCREASE IN PROFIT FROM RM400 OR RM500 PER MONTH UNTIL RM3000 PER MONTH ➤ CREATION TO MORE VARIETY OF PRODUCT SERVICES SUCH AS COOKING GAS, WET PRODUCT, DRIED FOOD AND SO ON 						

3.2.2 ORGANIZATIONAL CHART



3.0 ENTREPRENEUR CHARACTERISTICS

PROBLEM SOLVING

- ✚ Successful entrepreneur always identifies new and potentially unique ideas to achieve his goals. This is can be done through switches to an alternative strategy to reach a goal and generated new ideas or innovative solutions.
- ✚ For example, Mr Kaharudin has identified the problem that happen within their places like not enough groceries item for society to get necessity thing because their place is quiet far from town that took 1 hour and half to go for shopping. This is because that place is located at interior place which is FELDA and also most of the society is 40 percent local and 60 percent foreigner. So, he has found a new idea to expanding their business by sell a various item and product that needed by customer because he knows he will get a supportive customer since before this their family only sell necessity thing such as a vegetables, dried food and laundry item at their own house.

EFFICIENCY ORIENTATION

- ✚ A successful entrepreneur always finds ways to do things faster or with fewer resources or at lower cost. This can always be done by looks for or find ways to do things faster by uses information or business tools to improve efficiency. Entrepreneur also need to express concern about cost vs benefits of some improvements, change or course of action.

✚ For example, Mr.kaharuddin family open a shop by only use fewer resources such as not enough workers, no land to build shop and lower cost but he keep checking and doing improvements the survey to attract the customer by only selling from home . They also can be proud as faster action since their company is one of the companies that veteran within their place because they are the one who started the grocery business and following by other entrepreneur 3 years after that.

PERSISTENCE

✚ An entrepreneur is able to make repeated efforts or to take different action to overcome an obstacle that get in the way of reaching goals. The phrase 'when the going gets tough, the tough get going' is particularly appropriate in the **business** world.

✚ For example, it is normal for entrepreneur will be in a situation up and down in business also for IRMAN ENTERPRISE. In going to achieve the goals , IR MAN ENTERPRISE experienced a fall in terms of business income because they gave goods debt to foreign workers since foreign worker used a lot of money of the salary to transfer for their family abroad and in the middle of the month they lacked of money to buy kitchen goods, so IR MAN issued an incentives to give them debt and they need to pay it when salary, but something happens when some of the worker avoid to pay the debt after get the salary and run out from the country. This had gave a bad impact towards their profit. In order to curve the problem, Mr.Kaharuddin has come out with solution by engage with the FELDA Company to cut the debt automatically from the salary of the foreign worker who take advance for grocery goods.

SELF-CONFIDENT

- ✦ To be a successful entrepreneur we need have strong belief in self and own abilities. This is because if we can easily down because of other people who trying to give negative vibe about our business so, there will be you serving an opportunity to them to take the weakness as a point to trap you down. All we need as an entrepreneur is to express the confidence in own ability to complete the task or meet a challenge. We also need to stick with our own judgement in the face of opposition or early lack of success.
- ✦ For example, the founder of IR MAN ENTERPRISE known as a tough person and do not easily down when obstacles came around. This is because she always reminds to her son to always face the problem and not being shy to express the skill in the business as he is the one who will become entrepreneur soon.

4.0 APPENDICIES



Figure 1: In front of IR MAN ENTERPRISE

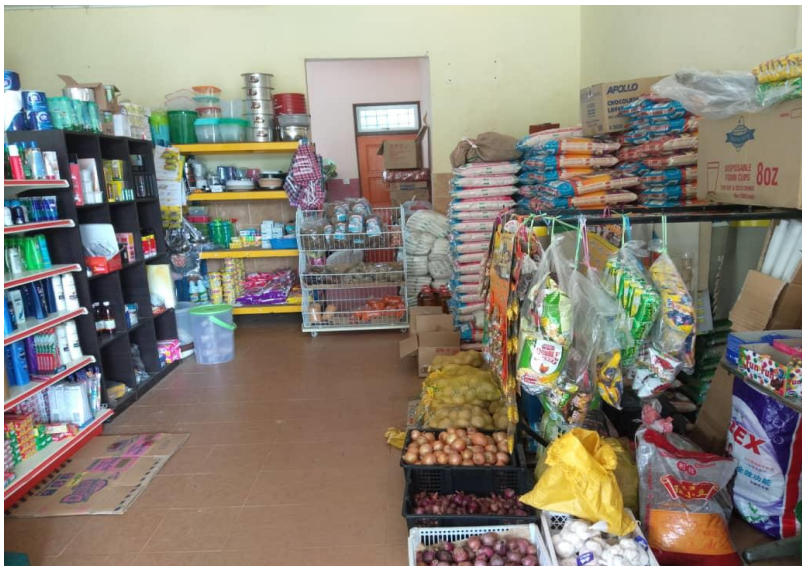


Figure 2: Grocery goods



Figure 3: Grocery goods



Figure 4: grocery goods



Figure 5: In front of IR MAN ENTERPRISE



Figure 6: Necessity Goods

5.0 OVERALL REPORT

In the nutshell, we finally can overall utilize and know that all business that come out with different product services have their own privilege. Recent research and survey on how the business can be set up during my case study has provided a more complete understanding and open up my mind about what I have learn about business in lecture either in real life if sometime can be quite tough in real life. Also, this case study needed me to learn how to identify the characteristic of entrepreneur in business field and become more courageous to communicate and get the knowledge about business from expert person.

After finishing doing this case study, I finally can realize how the business without the great entrepreneur and how it will be going without a great skill and performance. I also get a many positive vibes from the entrepreneur to set up my own business in future. In addition, I also get inspired by the way the entrepreneur faced the obstacles by come out with the great solutions for the company business safety. Furthermore, I also can access application on theories and concepts learned in lecture in to real life situation. Through the requirement that needed, I have capable to learn how to improve my skills in problem solving and decisions making skill.

Last but not least, I also grateful to be given the opportunity to complete this task well through entrepreneurs who give a good commitment when I needed the information.