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**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)**

**CASE STUDY: CREATIVE DESIGNS STUDIO ENTERPRISE**

**PREPARED BY:**  
MOHAMMAD AZIZUL BIN BAKAR @ MOHD NOOR

**STUDENT'S ID:**  
2018297358

**GROUP:**  
D1BA1195H

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## **1.0 EXECUTIVE SUMMARY**

Regarding to fulfill the course of Fundamentals of Entrepreneurship (ENT300) requirement, I need to carry out a case study. During a case study, I require to collect all information about a company to complete this task, so I decided to contact with the owner of Creative Designs Studio Enterprise to deal an interview session with him. From the interview session, I get some information about their company such as business background, types of business product or services and many more. The overview of this case study is that I am able to see the real life situation where how a business is running through the process.

## **2.0 INTRODUCTION: ENTREPRENEUR & BUSINESS PROFILE**

Based on the case study, I need to find a company that their sales or profit that is not exceed RM250 000 in a year. So I decided to choose Creative Design Studio located at Lot163 Jalan Bayam 15200 Kota Bharu Kelantan to evaluate the business performance and try to get some information through personal interview with their staff and manager.

From the requirement, I need to choose a small and medium enterprise (SMEs) in Malaysia. Company that was selected must be registered with Companies Commission of Malaysia (CCM). In order to collect all the information, I need to to interview the owner of Creative Design Studio and some of his staff. I choose this company because it is manage by local and I had interested to know how they run their business.

This business is running as partnership that is owned and operated by 2 person. Creative Design Studio Enterprise is owned by Encik Mohammad Azmi Mohd Noor and Encik Faizul Zulkifli. The company is properly managed by the owners, their assistant and two staffs. The owners of Creative Design Studio Enterprise started the business 2012. Since then the company is growing and expanding as they work hard for it. Encik Azmi and Encik Faizul always have trust with each other and also trust in their employees to manage the company while they was not around. They several times unable to come to office due to some problems but their staffs were able to take over their work properly.

Firstly, I would like to introduce about the owner of Creative Design Studio Enterprise which names Mohammad Azmi Mohd Noor. He started the business 8 years ago with his partner. Before he start the business, he he took experience by working in company around Kota Bharu in the field of construction for over a year. He gained knowledge or experience first because it was very difficult to start a business without extensive knowledge of business especially during this modern era. He is a graduate of Kolej Kemahiran Tinggi Mara (KKTM) in the course of architecture and he is very interested in working in this field.

Next, I would like to tell about his entrepreneurial skills that he has in order to generate his company to achieve their goals and vision. Entrepreneurial skills means skill can encompass a broad range of various skill sets like technical skills, leadership, business management skills and creative thinking skills. Because entrepreneurial skill can be applied to many different job roles and industries, developing our entrepreneurial skills can mean developing several types of skill sets.

The first skill that Encik Azmi has is business management skills. A successful entrepreneurs will most often rely on their business skills to manage and run a business or company. He manage to develop his business management skills that can mean building up his ability to multitask, delegate responsibilities to subordinates and making decisions regarding the health and profitability of his business.

After that, teamwork and leadership skills. Becoming a successful entrepreneur can also mean taking on leadership roles and working as part of a team. Encik Azmi doing his a business owner roles that he succeed to act like as both a boss and as part of a team, and he rely on effective leadership skills to help motivate his staffs. Other than that, financial skills. Owning a business can also mean taking care of the financial aspects of the company. He develop financial skills by learning from a financial planner, reading financial guidebooks and using financial software to help him organize and keep track of the financial processes in his business.

Moreover, Encik Azmi also has a communication and listening skills. Business owners and entrepreneurs should also develop effective communication skills. From active listening to discussions during meetings, being able to communicate effectively can help them work with others to build their business. Likewise, effective communication can also translate to how he promote awareness of his business. For instance, effective and clear messages through emails, content marketing, social media and other advertising methods can positively influence how he reach his target market to Creative Design Studio.

In addition, customer service skills. No matter the industry we venture into as an entrepreneur, we may still need to develop effective customer service skills. From talking with potential clients to discussing opening partnerships, effective customer service skills also help Encik Azmi connect with his client base and ensure his company providing the products or services that market needs.