



اَبُو سَيِّدِي تَيْكُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan

FACULTY OF BUSINESS MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

Individual Assignment:

Case Study

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TABLE OF CONTENTS

NO	CONTENT	PAGE
1.0	Executive Summary	3
2.0	Introduction Entrepreneur & Business Profile	4
3.0	Entrepreneurial Characteristics 3.1 Commitment to work contract 3.2 Concern for high quality of work	 5-7 8-10
4.0	Appendix	11-15
5.0	Overall Reports	16

1.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamentals of Entrepreneurship (ENT300) course requirement, I need to conduct a case study. During the case study, I need to collect all information about an enterprise company to complete study case, so I decided to contact SS Yamani Enterprise Manager who is Encik Muhammad Faiz Bin Ramli to do an interview session. From the interview session, I have known about the company owner's background and business profile, type of business model, products or services marketing. The company sells various apparels for the comfort of Haj pilgrims such as veils, telekung and accessories during pilgrimages.

2.0 INTRODUCTION

Based on case study, I need to find a company that their sales are not exceed RM7000 in a month. So, I decided to choose SS Yamani Enterprise located in Bagan Serai, Perak to evaluate the business performance and try to get more information through an interview session with the manager and staff from the company.

During case study, I need to choose on small and medium enterprise (SMEs) in Malaysia. The company selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). In order to collect all the information for the case study, I need to interview the owner to get the information. As a result, I decided to choose SS Yamani Enterprise for study case. The reason why I choose this company is to know how they manage their business. SS Yamani Enterprise is the main supplier of Hajj and Umrah items as well as Islamic religious books and Muslim clothing.

For the objective of the study case is to study on the successful entrepreneurial characteristics in lecture to real life of business situation. Through the case study, students would be capable to improve problem resolving and decision-making skills.

Entrepreneur & Business Profile



Name of the Business	SS Yamani Enterprise
Register Number (SSM No.)	PG0158933-K
Owner's Name	Shikh Saaid Yamani
Date of Birth	2 July 1974
Form of Business	Sole Proprietorship
Employees Name	<ol style="list-style-type: none"> 1. Muhammad Faiz Bin Ramli 2. Nur Anis Alia Binti Zulkefli 3. Intan Yasmeeen Binti Omar
Business Modal	RM 6000
Business Monthly Profit	RM 7000 – RM 7500
Business Yearly Profit	RM 84000 –RM 90000
Date of Commencement	16 June 2006
Date of Registration	3 November 2007
Telephone Number	0195462187
Email	malhoky68@gmail.com
Address	33, Jalan Besar, Kampung Alor Senggut, 34300 Bagan Serai, Perak.