



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

**DIPLOMA IN PUBLIC ADMINISTRATION**

**FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES**

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**UNIVERSITI TEKNOLOGI MARA, MACHANG CAMPUS, KELANTAN**

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

**INDIVIDUAL ASSIGNMENT:**

CASE STUDY

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## **1.1 EXECUTIVE SUMMARY**

The case study that has been done by ENT300 students of UITM is crucial as it can built up student's skills in a better way on how to evaluate on a company problem and the solutions that the company has tried to use to settle down the dispute.

At the end of the case study, I managed to get a lot of valuable knowledge about business in the real world. I also be able to see the real situation where the existence problem occur that need to solve immediately.

Other than that, this case study is done in order to achieve Fundamental of Entrepreneurship (ENT300) course specification. The business that I choose to be in my case study is a restaurant named Pak Tam's Nasi Ayam. During this case study, I strive hard to collect all info about the restaurant in order to complete the study case. The Pak Tam's Nasi Ayam Restaurant sell the best chicken rice at Gombak. It is located at Batu Caves, Gombak, in Selangor and has 11 years of experiences and will keep going on its production.

The method that I used to search for data is face-to-face interview with the owner of Pak Tam's Nasi Ayam and by searching through the internet. From the interview and internet-based data collection, I get to know about background of the restaurant business, organizational structure, types of business model, the products that they sell, and the achievement of the entrepreneur in his business.

## **2.1 INTRODUCTION**

Entrepreneurship education seeks to apply the knowledge, skills and motivation to encourage students to be a successful entrepreneur in a variety of settings. Entrepreneurship education are offered in ENT300 for university programs. The entrepreneur education focused on the development of skills and enable students to realize of opportunity in entrepreneurship.

Besides that, entrepreneurship is significant for students as it helps to improve the creativity, innovation and teach them to start smart thinking like a leader. It is because in entrepreneur, students will develop with problem solving, teamwork and learn to be more confidence in the future.

In this project, I need to find a company that their capital not exceed RM250 000 in a year and not more than 10 workers in a company. Therefore, I had studied a business in restaurant and specialized in food services industry. As I mentioned on executive summary above, the restaurant that I chose is Pak Tam's Nasi Ayam Restaurant which taken by the owner's nickname, Pak Tam.

The purpose of the case study is to help students improve a better understanding to access the chosen business plan later. Despite, this is a golden opportunity and good experience for me and other students to get to know about business operation and production in real life.

## 2.2 ENTREPRENEUR PROFILE



Figure 1.1: Owner of Pak Tam's Nasi Ayam Restaurant, Mohd Asri Bin Ismail

Name	Mohd Asri Bin Ismail
Nickname	Pak Tam
IC Number	701005025357
Home Address	No 112, Jalan Selasih 30, Taman Selasih 20, 68100, Batu Caves, Selangor.
Phone Number	0123805005
E-mail	asriking055@gmail.com
Age	50 years old
Marital status	Married
Academic qualifications	1) High School : SMK Kubor Panjang, Kedah 2) Institute : Form 6 at SMK Syed Ahmad, Kedah
Skills	1) Great in promoting and marketing the business. 2) Very friendly and know how to greeting customers very well.