



اَوْنِيُورْسِيْطِيْ تِيَكْنُوْلُوْجِيْ مَارَا
UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**DIPLOMA IN PUBLIC ADMINISTRATION
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**

**INDIVIDUAL ASSIGNMENT
ENT 300
FUNDAMENTAL OF ENTREPRENEUSHIP**

TYPE YOUR TOPIC HERE

CASE STUDY

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1.0 ACKNOWLEDGEMENT

Thankful for divine glory because with His bounty, we manage to complete the assignment that we are needed to finish in subject ENT 300. The assignment is very important as I need to know and see how I can understand this topic well. Thank you very much to the important individuals who helped me to complete this assignment. Firstly, I would like to thanks to Madam Nur Hazelen Mat Rusok as a lecturer in this subject because give me a lot of guidance. I also would like to thanks to all our classmates that being struggle to finish this assignment during this time. As I know that university has been closed due to Covid-19 and I only can communicate through online. Special thanks to our family who always give us support to complete the assignment. Last but not least, a special thanks for those who helped me directly or indirectly to complete the task.

2.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement I need to carry out a case study. During a case study, I need to collect all information about a company to complete study case, I have chosen the bakery café which is Manis By Idayu. What I need to do is, to describe how the entrepreneur started her business. I also need to know the location of the shop. Also, I need to know the type of product the entrepreneur sells, who is their customer, her achievement and many more.

This assignment actually more focus on the Personal Entrepreneurial Competencies (PECs) of the entrepreneur. The term of “Entrepreneurial Competencies” refers to the key of characteristic that should be possessed by successful entrepreneurs in order to perform entrepreneurial functions effectively. There is a lot characteristic that we can see in the entrepreneur such as initiative, persistence and many more.

3.0 INTRODUCTION

Based on case study, I need to find a one company that their sales not exceed RM250K in a year. So, I decide to choose Manis By Idayu located at Lot 805 B, Batu 49, Jalan Paka, Dungun, Terengganu to evaluate the business performance and try to get much information through internet research.

During study case, I should choose one small and medium enterprise (SMEs) in Malaysia. Company that selected must be registered with Companies Commissions of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). In order to collect all the information that I need, I do the research in the internet and social media. As a result, I choose Manis By Idayu. The reason why I choose this local café business is to know on how they manage their business.

For the objective of the study case is to access application on theories and concepts learned in lecture to real life situation. Through the case study, students would be capable to improve problem resolving and decision-making skills.