



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

INDIVIDUAL ASSIGNMENT:

CASE STUDY:

PREPARED BY:

NIK NURUL AQILAH BINTI WAN ZAIN

(2018289772)

PREPARED FOR:

MADAM NUR HAZELN MAT RUSOK

GROUP:

D1BA1195H

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TABLE OF CONTENT

NO.	CONTENT	PAGE
1.0	Executive summary	1
2.0	Introduction:	2
2.1	Business Profile	3
2.2	Entrepreneur Profile	4-5
3.0	Entrepreneurial Characteristics (PEC With examples)	6-8
4.0	Appendices	9-15

1.0 EXECUTIVE SUMMARY

I need to perform a case study in order to fulfil Fundamental of Entrepreneurship (ENT 300) course requirement. During the case study, I need to find the information about a company to complete the case study task. To make this became successful, I have choose one company which is Murni Printing Enterprise. I have contact Encik Wan Muhammad Faisal Bin Wan Zain who is manager and also senior designer of Murni Printing Enterprise to do an interview session. From the interview, I have known about their business profile and entrepreneur profile, besides, I also have listed the Personal Entrepreneur Characteristics of the owner Murni Printing Enterprise.

2.0 INTRODUCTION

Based on this case study, I need to find one company that their annual sales are not above than RM250000. The workers must be less than ten members and their profit monthly from RM 3000 until RM 5000 only. During this case study, i need to choose one small or medium enterprise in Malaysia. The company that been choose must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM)

The objective of this case study is to analyse business, entrepreneur profile and also about the entrepreneur characteristics by get the information through personal interview with the manager and staff. Other than that, this case study also going to help me to access on theories and concepts learn in lecture to real life situation.

To complete this assignment, I have choose printing and advertising industry. I choose Murni Printing Enterprise who sell product like business card, banner, rubberstamp and many mores. I choose this company because I am one of their regular customer and I am very satisfied with their product.

2.1 BUSINESS PROFILE



Figure 1: Logo of Murni Printing Enterprise

Name of the Business	Murni Printing Enterprise
Business Address	Lot 1633 J, Kampung Kubang Tin, Melor, 16400, Kota Bharu, Kelantan.
Correspondence Address	Lot 1633 J, Kampung Kubang Tin, Melor, 16400, Kota Bharu, Kelantan.
Telephone Number	011 - 12701662
Form of Business	Sole Proprietorship
Email	murnifazrul70283@gmail.com.my
Main Activity	Murni Printing do Printing and Advertising product
Date of Commencement	1 st January 2018
Date of Registration	30 th Mei 2018
Registration Number	SSM NO: 002163765-x
Company History	<p>On 2019, Murni Enterprise start hire the staff to make sure all the operation of the business going smoothly in order to achieve goal business</p> <p>On 2018, Murni Enterprise start their business at the shop.</p>