



FUNDAMENTAL OF ENTREPRENEURSHIP ( ENT300 )

CASE STUDY



ARIFF KASTURI ENTERPRISE

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## **1.0 Acknowledgement**

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I would also like to thank my parents and my friends who helped me a lot in finalizing this study case within the limited time frame.

## **2.0 Executive summary**

Regarding fulfilling the Fundamental of Entrepreneurship (ENT300) course requirement, I need to carry out a case study. During the case study, I need to collect all information about a company to complete this study case, so I decided to contact Ariff Kasturi Enterprise Manager to do an interview session with the manager who is Miss Nur Aina Sofea binti Muhammad Zamri. From the interview, I am able to know that the type company of Ariff Kasturi Enterprise is a sole-proprietorship. Ariff Kasturi Enterprise offered various of beauty and health muslim products. Ariff Kasturi is focusing on produce only halal and muslim friendly products. There are various products that they have invested in with their own idea and recipe that you can choose from their store. Their market target is muslim people and their mission is to make muslim product become worldwide and get a place in the international market in the future. The products that are available at their store are Wangian Terapi Ariff Kasturi, Losyen Serbaguna Ariff Kasturi, Wangian Kereta Ariff Kasturi, Wangian Badan Ariff Kasturi, Pembersih Muka Ariff Kasturi and Sabun Muka Ariff Kasturi. There are various of products that can be chosen by their customers. The business is doing online and offline sales including cod of delivery (COD) and they also open a stall in the night market. From this study case, I have known about their business profile and the entrepreneur background.

### **3.0 Introduction**

Based on the case study, I need to find a company where their sales do not exceed RM250,000 in a year. So, I decided to choose Ariff Kasturi Enterprise located at No89, Jalan Taman Kamunting Maju, Medan Saujana, 34600 Kamunting, Perak to evaluate the business performance and try to get much information through personal interview through WhatsApp due to Covid-19 pandemic.

For this study case, I should choose one small and medium enterprise (SME's) in Malaysia. The company that is selected must be registered with the Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysi or SSM), this study case is an individual assignment. In order to collect all the information that I need, I had to interview the owner to get the information that I wanted. As a result, I decided to choose Ariff Kasturi Enterprise. The reason why we choose this local product business is to know more about their business. Ariff Kasturi Enterprise is a brand of medical products.

The objective of the study case is to access applications on theories learned in lecture to real life situations. Through the case study, students would be capable of improving problem resolving and decision-making skills.