



اَوْنَبُوْرَسِيْتِي تِيكِنُوْلُوْكِ مِيْمَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN PUBLIC ADMINISTRATION
FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA, MACHANG CAMPUS, KELANTAN

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

ASSIGNMENT TOPIC:

CASE STUDY

PREPARED FOR:

MADAM NUR HAZELEN BINTI MAT RUSOK

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PREPARED BY:

MUHAMMAD FARIZ BIN MUHAMMAD ALIAS TEAW (2018429368)

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EXECUTIVE SUMMARY

In the case study of Fundamental of Entrepreneurship (ENT300), I have decided to choose W.A.N.N TRADING CORPORATION SDN BHD as my study case. So, I go to the company to meet the manager and get the information about the business profile to complete it. In addition, I do an interview session with the manager of the company. The manager's name is Encik Muhammad Ali Bin Abbas.

During the interview session, I have get all the information about the company to complete my case study. The manager answers all my questions when I ask her. This show the manager is a kind person. The information which she told me such as background of the business, organizational structure, type of business model, product or service marketing and operational strategy. Besides that, I also know the history of the company which how the company was began. From small to big company. Next, the product of company also a quite well-known among the youth and family. So, the product may become favourite food among them. Other than that, I also know the characteristic manager of company through the interview session. The characteristic should be example to the people. This is because it shows the good characteristic which can be possessed.

Lastly, I also get the information about the company from social media. The social media such as Facebook really help me. From the page Facebook, many people give like and follow that pages. Number contact of company also display at that page. So, it will help people to call the company and ask any information about it.

INTRODUCTION

Based on the case study of Fundamental of Entrepreneurship (ENT300), I need to find a one company which their sales not exceed over RM250, 000 in a year. So, I decided to choose W.A.N.N TRADING CORPORATION SDN BHD located at LOT 197, CABANG 4, TELAGA BATA, 16210 TUMPAT, KELANTAN to fulfil the course requirement. This is because the company get the sales less than RM250, 000 in a year. Besides that, I also do the interview with the manager and staff to get much the information in order to evaluate the business performance.

The company which has been selected must be registered with Companies Commission of Malaysia (SSM). If the company not register with SSM, the company is not valid to be taken to evaluate. This is because the company may illegal to open business. So, register with SSM is important matter before start the business. Besides that, the people also can trust the product sold by the company if the company register with the SSM. In addition, SSM will check the product before the product be launch. It is important because to it can protect the consumer's health when buy it. Other than that, the product from unregister company may bring effect to consumer's health. So, we need be careful when buy the product and make sure the company which sold the product are register with the Companies Commission of Malaysia.

The objective of the case study is to apply the theories and concepts of Fundamental of Entrepreneurship (ENT300) which we learned in lecture to the outside or real situation. From that, the student may prepare to start the business. In addition, the students also know and demonstrate competencies of successful entrepreneurs. Other than that, the student may know how to gain the motivation to become an entrepreneur.

ENTREPRENEUR PROFIL

NAME

WAN NOOR ASYIKIN BINTI WAN ISMAIL

AGE

45-YEAR-OLD

DATE OF BIRTH

20 MARCH 1975

PLACE OF BIRTH

TUMPAT, KELANTAN

ADDRESS

LOT, 152, KAMPUNG CHENERONG TELOK JERING, 16210 TUMPAT KELANTAN

STATUS

MARRIED

HUSBAND'S NAME

MOHD KAMAL BIN CHE HASHIM

NUMBER OF CHILDREN

5 CHILDREN

QUALIFICATION

DIPLOMA IN BUSSINESS ADMINISTRATION

BUSINESS STARTED

23 OCTOBER 1963