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CASE STUDY

TD FRATELLO ENTERPRISE

PRINTING BUSINESS

PREPARED BY

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## EXECUTIVE SUMMARY

TD Fratello Printing Samarahan (TD) have been recognized by all UiTM

Campus Samarahan 2. This is due to the location of the store is near to the UiTM Campus Samarahan 2 that located at Taman Desa Ilmu at Kota Samarahan. Services offered by TD includes photocopies services, shirt printing, medal printing, past year question and more. There are some problem that faced by TD that is the surrounding. The problems that related to the surrounding is the interior of the shop is to cramped that will make people movement limited to here and there. TD also needs to face with other competitor. The other competitor has more customer compared to TD that only receives a few of customers in a day. But, TD will find a way on solving those problems.

## INTRODUCTION

Entrepreneurship education seeks to provide student with the knowledge, skills and motivation to encourage entrepreneurial success in a variety off settings. Variations of entrepreneurship education are offered at all levels of schooling from primary or secondary schools through graduate university programs.

Entrepreneurship education focuses on development of skills or attributes that enables the realization of opportunity, where management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving “profit” in some form. (which in non-profit organization or government can take the form of increased services or decreased cost or increased responsiveness to the customer)

However, to be an entrepreneur, there are many challenges that must be overcome and couple of those problems are :-

- **Abandoning another career**

If you’re going to dedicate yourself to starting and nurturing a business to success, it’s going to be nearly impossible to simultaneously manage another career. You might be able to manage the infancy of your business on the side, during weeknights and weekends, but if you want a chance of growing significantly, invariably you’ll have to quit your day job. Walking away from a promising, steady long term opportunity for something unpredictable is scary, especially if you’ve never run a business before. Unfortunately, there is no easy way to address this. Just think through your decision logically, and don’t ignore your instincts.

## COMPANY INFORMATION

TD Fratello Printing Samarahan or also known as TD printing was established on Julai 2015. It is located at Taman Desa Ilmu that is near to UiTM Campus Samarahan 2. This company has served for 4 years until now 2019. This company only have one and only branch in Sarawak. The other branch was located at Kuala Lumpur.

The founder of TD Fratello Printing Samarahan is Suhardi Ikram. We can't state the background of the founder but the founder has state that he's an lecturer of UiTM Campus Samarahan.

For TD printing, we have detected that TD printing using three kinds of business model which are "task oriented", "relational oriented" and "Low Touch"

- A task oriented leader is one who focuses on the task or series of tasks at hand, as well as all procedures necessary to achieve the task. A task oriented leader is less concerned with the idea of catering to employees, and more concerned with finding technical, step by step solutions for meeting specific goals. In other words, a task-oriented leader might ask "What steps can we take to meet our quarterly financial goals?" as opposed to asking "How can we build the kind of employee productivity that brings about success within the company?". The benefit using this method is has a strong understanding of how to get the job done by focusing on the necessary workplace procedures. A task-oriented leader understands that a major task can involve numerous smaller tasks and can delegate work accordingly in order to ensure that everything gets done in a timely and productive manner.