



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

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

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

ASSESSMENT 1: CASE STUDY



Tunku Nuzian Farhan Binti Tunku Fathahi

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1. EXECUTIVE SUMMARY

By doing this case study, I be exposed to how a business or company runs and operates their business. CG Clariogen Marketing is the company I chose for this case study and the owner's name is Tunku Nuzian Farhan Binti Tunku Fathahi.

Based on the observations made, I found that this company provides skin care products that contain good ingredients and are able to treat skin problems. This case study aims to identify what kind of entrepreneurial competencies possessed by the entrepreneur, Tunku Nuzian Farhan Binti Tunku Fathahi as a founder of Clariogen. The answer, entrepreneurial characteristics and information are provided in this case study. All answers and names in the interviewer's answers were written with consent. For this case study as well, I managed to gain a lot of knowledge related to business in the real world.

Besides, I can also evaluate or see the performance of a business through the characteristics of an entrepreneur. It is true that, the characteristics of entrepreneurs must be changed over time in order to increase the efficiency of their business, produce more products and expand the market of their business to a higher level.

In this case study, there are some questions that I have asked to get information during the interview via WhatsApp chat conversation. Thus, all of these questions are indirect or lead to an interview to answer explicitly on entrepreneurial competence. In addition, I was able to learn about the owner's personal entrepreneurial competencies and gain a better understanding of the company's performance by using the SWOT analysis, which includes strengths, weaknesses, opportunities, and threats.

Gleaned upon the interviewee's answers, there were four out of thirteen entrepreneurial competencies identified, which are, sees and acts on opportunities, systematic planning, self-confidence and information seeking. As she applies those competencies to her business, it has affected her business greatly.

2. ENTREPRENEUR & BUSINESS PROFILE

i. Entrepreneur Background

Entrepreneurs are seen as knowledgeable people individuals and played an important role in the development of the city -state in which enterprises would emerge (Ibn Khaldun (Abdul Rahman Mohamed Khaldun). An entrepreneur is an individual who is active in shaping or leading their own business and nurturing in growth and prosperity.



The full name of the entrepreneur I have chosen is Tunku Nuzian Farhan Binti Tunku Fathahi. She was born in August 1989. At this point, she is the only daughter in a family of three (3) siblings. Furthermore, in terms of education, Tunku Nuzian Farhan has successfully completed her studies formally at UniKL and was awarded a Bachelor of Business Management and Entrepreneurship (BBA). It is true that, Tunku Nuzian Farhan has been used to being taught and appointed to manage a family business since she was a child. It can be said that before the establishment of Clariogen, Tunku Nuzian Farhan has experience to operating and running a business.

Moreover, Tunku Nuzian Farhan has been in the pharmaceutical field which is, cosmetic and skin care since 2014. Furthermore, Tunku Nuzian share with me that, Susan Klaten who is a BMW shareholder in Germany as an inspiration to herself. This is because, after Susan invested almost 3% of her wealth in pharmaceuticals, Tunku Nuzian Farhan began to invest and venture into the field on a large scale.

Lastly, I also asked entrepreneur, Tunku Nuzian Farhan about the challenges faced during being a founder of Clariogen, the answer is, each field has its own challenges, Clariogen is also not run away from challenges. Addition, as a founder you have to face all the challenges with an open heart to keep the business going. As a founder and also a wife, Tunku Nuzian Farhan also needs to balance time with family as well as business. She works almost 16 hours a day either at home or in the office. Tunku Nuzian also made Tun Dr Siti Hasmah an inspiration to herself. A final word from Clariogen's founder, Tunku Nuzian Farhan is, 'I called out on all women to have self -confidence in whatever they venture into'.

ii. Business Profile

COMPANY	CG Clariogen Marketing
FOUNDER	Tunku Nuzian Farhan Binti Tunku Fathahi
FORMULATED/ A MEDICATED SKIN CARE	Dr. Adlina Rahim MD, M. MED, Sub Specialist Oculo Plastic Surgery
YEAR ESTABLISHED	2015
ADDRESS	D0106, Suasana Lumayan Condo, Bandar Sri Permaisuri, 56000, Kuala Lumpur Malaysia
PHONE NUMBER	011-12323046
PRODUCTS	<ul style="list-style-type: none"> • Clariogen Foam Cleanser 2% Glycolic Acid • Clariogen Hydrate + Anti-Aging Moisturiser • Clariogen Rejuvenation Solution Serum • Clariogen Mild-Cleansing Formula with Fructan & Niacinamide
ONLINE PAGE	<ul style="list-style-type: none"> ➤ Instagram Founder: tnuzian (https://instagram.com/tnuzian?utm_medium=copy_link) ➤ Instagram Business: clariogenofficial (https://instagram.com/clariogenofficial?utm_medium=copy_link) ➤ Shopee: clariogenstoreofficial (CLARIOGEN MALAYSIA) (https://shopee.com.my/clariogenstoreofficial?smtt=0.0.9)