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

**ENT300 (FUNDAMENTALS OF ENTREPRENEURSHIP)
CASE STUDY RUBRIC INDIVIDUAL**



Prepared for

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1.0 EXECUTIVE SUMMARY



This case study is about Bawal Exclusive Sdn Bhd. The founder of this company is pair of spouses who are Haliza Maysuri and her husband, Mohd Rosli Awang. They started this business about 22 years ago. They are selling headscarves and niqab which is design with Swarovski crystals, and also brooch made with Swarovski crystal too.

The reasons why I choose this business because the founder had shown her ethical and responsibilities as an entrepreneur. I believe that the founder will use all their strength and opportunites that they have to overcome their weakness, so that their business will growth and success in industry.

Bawal Exclusive Sdn Bhd is located at 72, Jalan BP 7/8, Bandar Bukit Puchong, 47120 Puchong. Warehouse address of Bawal Exclusive is at Puchong, Malaysia. They also provided online website to purchase their headscarve at www.bawalexclusive.com. Bawal Exclusive uses premium reseller to expend their business and to sell their products to the customers. Their premium reseller is from all over Malaysia which means easy for customer to purchase their product.

2.0 INTRODUCTION

2.1 Business Profile

Bawal Exclusive Sdn Bhd is based in Malaysia. The company was established on August 02, 2013. It is a private limited company, and has been existed for 7 years. The founder of this company is pair of spouses who are Haliza Maysuri with her husband, Mohd Rosli Awang. The nature of this business is first Tudung Bawal with Swarovski.

The scarves are crowned with the lustre of the Crystal Stones by underlining the Swarovski Portion. As they use high-quality veil (bawal) fabric specially imported from Japan, and they also work with Swarovski Factor to get the original Swarovski specially imported from Austria, Bawal Exclusive is very concerned with the quality of the fabric. Bawal Exclusive claims to be the country's first hijab manufacturer to have an official Swarovski brand collaboration.

Bawal Exclusive is a producer, retailer, creator, wholesaler, and distributor in Malaysia of branded bawal headscarves. The industry of this business involved is Hijab Brands Industry. The trend of the Hijab Brands Industry in Malaysia is growing because more muslim women in Malaysia are becoming wealthy, and they have taken to luxury hijab brands to reflect their newfound wealth and status. Local Malaysian brands such as Bawal Exclusive is currently fulfilling this demand for luxury hijabs which means this growing industry is a good sign for the company to involve with this industry.

The company business product is Tudung Bawal with Swarovski crystal, and also brooch Swarovski. Bawal Exclusive have more than 100 existing primary colours to match the colour of your shirts. They will bring new colours and styles for every month to their customers, so that, their business will get attract more outsider to buy their product. The design they use on the headscarves varies from the others. Their pattern is a scarf with different kinds of embroidery and antique rocking embroidery. Their customer can also custom their own design like put their name on that 'Tudung Bawal.'

2.2 Entrepreneur Background

The owner of the business is Haliza Maysuri which is also as known as Haliza. She from Kuantan, Pahang and now her age is 43 years old. She started the business of Bawal Exclusive is about 22 years ago together with her husband, Tuan Haji Mohd Rosli Awang.

Previously, Bawal Exclusive operated in a small shop located at Jalan Tuanku Abdul Rahman or called Jalan TAR, and she has well-versed numerous challenges within the last 22 years. At first, her business was named as Scarf & Selendang Trading on 17 December 1998 but then again, she changed it to Bawal Exclusive on 2004.

The founder shares that she used to take inventory from other suppliers and resell the scarves as cheaper as RM5 which means it is not from her own brand. In the past in 1998, her business does not have any brand or label. She had to compete with other competitors at Jalan TAR and it absolutely was hard to sustain the business. Two years later, she once again faced an enormous failure on her business scarves but due to her husband, he is a never-ending encouragement, they came up with a thoughtful and fresh idea to create square scarves as a trend again.

The idea that Haliza Maysuri came up is she began to use Swarovski crystals as decoration on the scarves. The unique and fresh design is totally a brand-new thing and never been introduced within the market on that time. Additionally, hot celebrity who is Dato' Siti Nurhaliza use Swarovski crystals on bridal gown and fortunately, their scarves became a popular and more people began to know their brand.

With the internet access today, social media has made things easier for her. She stated that sometimes she is going to make a video or take a photograph of her wearing the most recent scarves that she made then upload it on social media which will attract people to become interested on Bawal Exclusive.