

UNIVERSITI TEKNOLOGI MARA (UiTM)

CAWANGAN KELANTAN



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**UNIVERSITI
TEKNOLOGI
MARA**

INDIVIDUAL ASSIGNMENT

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

Entrepreneur:

CHE NUR AQIFAH BINTI BEYAMI

(VC GLOBAL RESOURCES)

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Executive Summary



This case study is prepared for Fundamentals of Entrepreneurship (ENT300). It is based on entrepreneur that I choose is Che Nur Aqifah binti Beyami who is owner of **VC GLOBAL RESOURCES**. VC is known as Vintagecupah. The product that Vintagecupah is being offered is selling bundle clothes at very affordable prices. They tried to create a business that can be attractive to pull customer attention with the assurance of the quality bundle clothes they sell. I made an interview on the owner of Vintagecupah and identify the background of their business. Vintagecupah located at ABID 7-2-03, PERUMAHAN KASTAM WPKL, JALAN SS 4B/13 (JALAN BAHAGIA), KELANA JAYA, PETALING JAYA, and 47301

SELANGOR. The reason why I choose Che Nur Aqifah binti Beyami because I can see she has been successful in the vintage business.

This report goes on to explain all about the Entrepreneur Competencies and the Business Profile. A person who really loves bundle goods that usually starts since high school, so if she is involved more seriously in this field by making it one of the business areas of this bundle goods business has many privileges. For information, second -hand goods means goods that have been used and resold as second -hand goods. The price may be cheaper than the original price and the physical condition of the goods depends on previous use. Used goods can come in various forms including items such as clothing, electronic devices, furniture or cars. Vintagecupah is creating a new brand that sell various clothing such as knitwear, sweatshirt, hoodie and lots more with affordable price and good quality. Why we choose this business is because this business being so famous nowadays because a lot of people love thrift and preloved clothing.

Then, I briefly explained the introduction in my case study that consist of background the Vintagecupah bundle. The bundle is goods business because one of those businesses that has tremendous advantages. There is a high demand among fans of bundle items. The proof is, we can see so many bundle shops in night markets or uptown, weekend markets, carboot sales and even on online sales sites. One of the reasons why many people choose bundle clothes is because they can have branded clothes at a much cheaper price than the actual price. Next, followed by information from the owner of the bundle that is, they always receive so many customers that at one point the owner needs the help of her sister. This is because, she did not have time to manage too many parcels ordered by customers by alone.

Hence, we must always remember that that everything we do, we need to start from bottom and put a trust in yourself. Ask yourself first if you can go through it and put a lot of effort in your business to get a best result and satisfying in entrepreneurship. Based on the answers of the people interviewed, there were four out of thirteen entrepreneurs identified competencies. The four competencies are self -confidence, problem solving, information seeking and initiative. Since he applied that efficiency to his business, it has provided very lucrative profits. Due to the existence of such techniques, one of them has given a very significant change to his business which is growing and successful.