



اَبُو سَيْدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

FACULTY OF FILM, THEATRE AND ANIMATION (FITA)

UNIVERSITY TEKNOLOGI MARA (UTM)

COURSE CODE / NAME:

ENT530 / PRINCIPLES OF ENTREPRENEURSHIP

LECTURER:

DR. NURHUDA BINTI HAJI NIZAR

TITLE OF ASSIGNMENT 1:

CASE STUDY 'FATH SWEET FLOUR'

Company logo

not use the given format

NAME:

no executive summary

AMEIRA BINTI ZAINUDIN (2019854926)

NURUL IZZAH BINTI ABDI (2019251958)

NOOR AMIRA BINTI MOHD ANSARI (2019229608)

AZIZAH BINTI PITING (2019267542)

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DATE OF SUBMISSION:

07 JUNE 2021

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1. INTRODUCTION

1.1 BACKGROUND OF STUDY

Entrepreneurship is defined as an activity that involves the discovery, evaluation and exploitation of opportunities to introduce new goods and services, ways of organising, markets, processes and raw materials through organising efforts that previously had not existed (Venkataraman, 1997; Shane & Venkataraman, 2000).

Other definitions subscribe to the notion of innovation as a key attribute of entrepreneurship. From the perspective of Kirzner (1997), the entrepreneur is an individual who is alert to opportunities for trade. The entrepreneur is capable of identifying suppliers and customers and acting as an intermediary where profit arises out of the intermediary function (Deakins & Freel, 2006). By contrast, the Schumpeter (1934) perspective involves innovations that result in new combinations that spur creative destruction where the newly created goods, services or firms can hurt existing goods, service or firms (Shane, 2003). Zimmerer and Scarborough (2005) hold that entrepreneurs are new business or combinations that arise in the face of risk and uncertainty for the purpose of achieving profit and growth. ✓

The factors that distinguish entrepreneurs most strongly are innovation, opportunity recognition, process, and growth in a business and employment of strategic management practices in the business (Carland, Boulton & Carland, 1984; Watson, 2001). ‘Innovation involves finding new and better ways of doing things that are commercialised whilst scientific invention entails the creation of a new product or concept almost for its own sake or to serve a purpose other than commerce’ (Rwigema & Venter, 2005:113). Inventors may be motivated by the challenges of solving a problem rather than commercialising their invention. These individuals hold allegiance to idea generation rather than operationalisation and commercialisation. They are concerned with ephemeral satisfaction rather than long term optimal business commitment and the finance and investment behaviour this implies constrained and/or restricted from seeking financing elsewhere). Their practices reveal the use of capital rationing through staged financing (venture capital firm–equity capital) and credit limits (banks – debt capital) as a means of controlling the investee’s ability to continue and grow their business.

Although banks' monitoring and control rights are less intensive, they monitor for covenant violations, deteriorating performance, or worsening collateral quality that might jeopardise their loan (Winton & Yerramilli, 2008). Landier (2003) notes that entrepreneurs choose safe projects backed by bank debt and low monitoring if the stigma associated with failure is high, and risky projects backed by venture capital finance and high levels of monitoring if the stigma associated with failure is low. For Ueda (2004), the choice between bank and venture capital financing depends on the relative importance of more accurate screening and the level of intellectual property rights protection. Venture capital firms present a distinct form of financial intermediation primarily through the governance and value added that the investor provides to the investee (Rwigema & Venter, 2004).

The study attempts to determine the strength of the association between behaviour measures and funding dimensions in the venture capital market. The venture capital industry has had a catalytic role in entrepreneurial development by identifying, financially supporting and nurturing growth-minded businesses with entrepreneurial tenacity. Informal investors, in particular, seek other non-financial returns, among them the creation of jobs in areas of high unemployment, a spur to innovation and the development of technology for social needs. Kuratko and Hodgetts (2004) note that entrepreneurs will continue to be critical contributors to economic growth. This article provides clarity on the blurred distinction between formal and informal venture capital regarding value added abilities.



1.2 PURPOSE OF STUDY

Studying entrepreneurship benefits students and learners from different social and economic backgrounds because it teaches people to cultivate unique skills and think outside the box. Moreover, it creates opportunity, instills confidence, ensures social justice and stimulates the economy. Entrepreneurship education also provides budding entrepreneurs with the skills and knowledge to come up with business ideas and develop their own ventures. And this includes helping them to learn about core business areas such as finance, sales, marketing, management and accounting, not to mention, broader ranging skills such as adaptability, effective communication, and confidence.



The advantage of learning entrepreneurial skills over more traditional subjects is that they are not uniquely relevant to a career as an entrepreneur. The skills needed to start your own business are relevant in any field and would also be desirable attributes for being an employee. In fact, having a wide range of business-relevant skills acquired through studying entrepreneurship would make you an ideal candidate in most fields. Therefore, skills taught in entrepreneur courses generally apply to all areas of industry and do not kill creativity or block opportunity to a specific career.

Standard education programs ranging from elementary schools to universities are optimized to reflect the “education for everyone” model. While the idea behind this movement is great and essentially good, it doesn’t mean that it brings out the best in the students. Many students float away from their talents because they are pushed to study maths, history, or the arts.

Learning entrepreneurship is very different from learning anything else. The very concept of the program is to help the students identify their strengths and talents and to work on improving them. In real-world examples, we can see many successful entrepreneurs who were very bad students in their time. Both Mark Zuckerberg and Bill Gates are college dropouts and look at them now.

Another important lesson that entrepreneurship programs teach students is that risk is something natural, something that we have to live with, and something that has to be managed. There is no other school program that teaches this.

In fact, if we are being honest, most of us have been thought throughout our education that we need to stay away from the risks and that certainty is the best path to take.



2.0 COMPANY INFORMATION

2.1 BACKGROUND

For an assignment by a lecturer on Entrepreneurship, we were tasked to interview individuals who set up a registered business company. In the beginning, we will interview the company that makes the food business which is laksa. The business premise was named Laksa Gadis Utaqa. However, they have canceled the interview session at the last minute due to unavoidable business. To conduct an interview session, we must have a letter of permission to interview that has been signed by our campus superiors. ✓

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Fakulti Filem, Teater dan Animasi

Surat Kami : 100 – FITA (HEP. 37/8)
Tarikh : 25 Mei 2021

Laksa Gadis Utaqa
Jalan Bandar Puteri Jaya
08000, Sungai Petani
Kedah

Tuan/Puan

PERMOHONAN MENDAPATKAN MAKLUMAT UNTUK TUGASAN/ KAJIAN KES KURSUS PRINCIPLES OF ENTREPRENEURSHIP (ENT) SECARA ATAS TALIAN.

Dengan segala hormatnya perkara di atas, dirujuk.

2. Sukacita dimaklumkan bahawa penama, di bawah adalah pelajar bagi program Sarjana Muda Pengurusan Produksi Filem (Kepujian) dari Fakulti Filem Teater Dan Animasi, Universiti Teknologi MARA, Kampus Puncak Perdana.

Bil.	Nama	No. Telefon	No. Pelajar
1.	NOOR AMIRA BINTI MOHD ANSARI		2019229608
2.	AMEIRA BINTI ZAINUDIN		2019854026
3.	AZIZAH BINTI PITING		2019267542
4.	NURUL IZZAH BINTI ABDI		2019251958

3. Tugasan/ kajian kes ini adalah bertujuan untuk memenuhi keperluan kursus dan penyelidikan pelajar iaitu "Case Study Company Analysis".

4. Sehubungan dengan itu, saya amat berharap permohonan ini mendapat pertimbangan dan kelulusan pihak tuan/puan. Dimaklumkan segala maklumat yang diberi adalah untuk tujuan akademik dan dianggap sulit.

5. Sekiranya tuan/puan memerlukan maklumat lanjut berkaitan dengan projek ini, sila hubungi Penyelia Projek Kumpulan ini iaitu Dr. Nurhuda binti Nizar di talian 012-3545754 atau ketua projek kumpulan ini iaitu Saudari Noor Amira Mohd Ansan di talian 0173171094.

Sekian, kerjasama tuan/puan dalam hal ini didahului dengan ucapan ribuan terima kasih.

"PRIHATIN RAKYAT: DARURAT MEMERANGI COVID-19"
"BERKHIDMAT UNTUK NEGARA"

Yang benar


DR. SYAHRUL FITHRI MUSA
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ISO 45001:2018
UUTM *Unggul Prestasi*

Therefore, we have interviewed an individual who makes a food -based business premise named Fath Sweet Flour located in Taiping, Perak.

The owner of this Company is Encik Fazli Bin Sahak, aged 38, originally from Taiping Perak and working as a Government Officer. At the same time, he got a scholarship to further his studies at the Community College and take a culinary course.

2.2 ORGANIZATION STRUCTURE

He started the business around 2013 in Kajang. However, he is not in the field of business but in the field of Sewing and Fashion which is also run by his wife. However, not long after a few years, the business had to be shut down due to financial problems and also lack of response.

But Mr. Fazli does not know the meaning of despair. He developed his new business with his wife by selling food -based products. Mr. Fazli started the business on a small scale when he and his wife moved and settled in Taiping around 2017. Business premises are made only at home by receiving orders and completing orders ordered by customers. Initially, they took orders to make biscuits during the Aidilfitri festive season in 2017 and 2018. The growing business performance made Mr. Fazli plan to add a food menu to be ordered, namely 'Peria Crispy'. The bitter gourd will be cut thin and coated with flour and then fried crispy.

2.3 PRODUCT SERVICE

To make this product is also not easy for Mr. Fazli because he must do research to produce bitter gourd that is delicious and not greasy and nutritious because Mr. Fazli is very concerned about the quality of food preparation compared to the profits earned.

Having more than known to produce Peria Goreng Crispy, Mr. Fazli added several food menus to be ordered and suitable to be served for small events such as birthday celebrations or banquets that invite no more than 200 people.

Now, Mr. Fazli and his wife are still active with their business and the premise is still done at home by accepting orders and also doing door -to -door delivery charges.

Among the products produced by Fath Sweet Flour:



Variation of *Kuih Raya*



Brownies



Nasi Minyak Ayam Masak Merah





Peria Crispy

2.4 Business, Marketing, Operational Strategy

Business means selling a product or brand belonging to an individual or the company itself to the community and making a profit from the business. Generally, a business will start with new ideas and brands. Depending on the nature of the business, extensive market research may be required to determine whether turning an idea into a business is feasible and whether the business can provide value to consumers. A business name can be one of a company's most valuable assets. This is because users will know the product through their brand. Merchants must be creative and smart in having a name that is simple and easy for customers to remember. Entrepreneurs should be concerned about the business issues of the country before starting their sales in order to help in earning a profit from their newly started sales. In addition, traders should also learn how to manage their finances well so that it is easier for them to know the profits and capital issued is successful or otherwise. Nowadays, there are many people taking the opportunity to build their own business because they see many people out there who work in this field have a comfortable and luxurious life without knowing the risks before starting a business.

In business, manufacturers should have goals, objectives, and business strategies that they want to achieve in introducing their brand to the public. This is because it can inspire traders to continue to work in further developing their brand around the world. In Malaysia,

traders who want to get involved in this field are encouraged to make loans at banks according to their needs and the type of products they want to sell. Indirectly, it can raise the spirits of small traders in expanding their brand to be marketed to all states in Malaysia. Knowledge of this field is very important to small or new traders so that they can know how to introduce products, market products and types of products suitable for sale in order to help them in growing this business. It is important to determine the legal structure of the business. Depending on the type of business, it may be necessary to obtain a permit, comply with registration requirements and obtain a license to operate legally.

Mr. Fazli's business involves food. In general, this field requires approval and license from 'Kementerian Kesihatan Malaysia (KKM)' because it involves public health so that food poisoning does not occur. This business is done in his own home and prioritizes the finished product, Peria Goreng Crispy, as the main source of his business. At the beginning of the business, he got involved in doing business involving clothing such as receiving orders to sew shirts, curtains and so on but the business did not last long. So, he ventured to do business in the field of food and received good response from the Malaysian community with the products sold by him.

His business this time received support from family members and friends made him more confident in starting this business. The support given was by giving words of encouragement and financial resources to assist in easing the burden of Mr. Fazli as a new trader who wanted to start his career. Mr. Fazli makes his friend or neighbor as a reference to make something new because his friend has a lot of experience in this field. Apart from that, he also increased his knowledge in this field by getting an education at Giat Mara in order to further strengthen the quality of food products that he is working on with his wife. In making a new product, he will refer to the teacher at his place of study to find out how the taste, quality, and suitability of the food before it is sold to the public. He said working in this field should have experience or acquaintances who have been involved because they can know a little about the business background and can know the needs of the market today.

Marketing refers to activities performed by a company to promote the purchase or sale of a product. Marketing includes the advertising, sale, and delivery of products to consumers or other businesses. Some of the marketing is done by the responsible parties in the company. Those assigned to the marketing and promotion division of the company will find a way how to impress the audience with the creation of more compelling ads and clear messages. The promotion should be targeted to a specific audience such as age, gender, religion and customer status. This will make it easier for them to create ads because they already know the desired target. The use of well-known celebrities or influences to promote the product can also increase sales volumes because their followers want to try the products used by those celebrities. Marketing as a discipline involves all the actions a company takes to attract customers and maintain a relationship with them. At the most basic level, marketing aims to match a company's products and services with customers who want to access those products. Matching products with customers ultimately ensure profitability.

Mr. Fazli advertises and promotes his products using his Facebook account only. Despite only using the media alone, the bookings he received were very encouraging and many caused the profits he earned to continue to increase day by day. He uses a direct delivery service to nearby customers and he also uses a mailing service for distant customers. However, the quality of the food is maintained by neat packaging so that the food reaches the customer safely and is not destroyed. Moreover, he said that he did not want to use the 'Shopee' as a place to promote his brand because he was worried that the quality of the product would not be good and the same as usual. ✓

He said he wanted to expand the marketing and promotion of the brand into other social media such as Instagram and so on to further increase the market volume. While Covid-19 is on the rise, Mr. Fazli is more promoting the latest products from his brand through his Facebook account because he knows the needs of the community while at home during this period. Most people prefer to stay at home if they have no purpose to go out and make them have a lot of free time to see the promotions available on social media. People also prefer to buy food using online services to make it easier for them to stay at home. The continuous marketing done by Mr. Fazli paid off when he received many requests and orders from customers who liked the Peria Goreng. The uniqueness and variety shown by him in selling the bitter melon fruit can attract people to try how it tastes after being fried and mixed with various flavors.

Operational strategy relates to the development of a long-term plan to determine how to make the best use of the company's key resources so that there is a high degree of compatibility between these resources and the company's long-term corporate strategy. The operating strategy addresses a very broad question of how these key resources should be configured to achieve desired company objectives as noted earlier some of the key long-term structural issues addressed in the operating strategy include facilities used, where to find the product, when to manufacture the brand and type the process used in producing the product. Every problem encountered needs to be addressed in more detail and in an orderly manner so that there are no bigger problems in the future to one's business. Therefore, if a person wants to start a step in the field of business, they should know the risks and how to solve the problem well without giving any negative impact to their business.

The business strategy used by Mr. Fazli is in the way he opens a new bank account to make it easier for himself to know the capital and profits earned from the sale of Peria Goreng. The management is done by his own wife and he will review in case of any errors in the calculation of capital and monthly profits they earn. This strategy indirectly makes it easier for him to make a loan from a bank or a registered business loan company. This is because, the party wants to know the profit and capital required by him before approving the loan so as not to burden himself to pay in the future. This matter is taken seriously by him because this business is a source of income for his family. In addition, Mr. Fazli took steps to increase his knowledge in the field of business and food processing through experts at his place of study. This makes his business thrive because the strategy used is different from the traders out there.



2.5 Financial Achievements



Reports on business profits and capital are much needed by all traders no matter how small or large the company is. This can help them in assessing the profits and losses experienced by the company each month in doing business. The main thing for every trader to do before starting a business is to create the right budget to open or produce a new product. This can help the trader in knowing the actual budget to start his business. The second is to have a source of storage proceeds from the profits of each sale for the future. This is a salary

for oneself after the capital spent to produce a product is tasted and the profit earned by their company.

The third thing in financial achievements is no delinquent debts. Loan arrears from any licensed company will make it difficult for traders especially small traders in making any loans aimed at expanding their brand into the market. Before starting a business, they should know the debts owed in their name in order to facilitate themselves in making any transaction process. The last thing is the equity you have accumulated, assets you have, or investments you have made. Most of the traders involved in this field buy assets such as houses, cars and shops signifying the profits earned as a result of their business. Indirectly increase their enthusiasm to continue to expand their business to a wider market in the future.

BANK ISLAM
 TETUAN SWEET FLOURS PATH TRADING
 NO 30 LORONG DAMAI
 TAMAN SURIA DAMAI
 34000 TAIPIING PERAK

TARIKH PERIYATA
 STATEMENT DATE : 28/02/21
 HALAMAN : 5 of 5
 NO. AKUN / ACCOUNT NO : 9864901654217
 CABANG / BRANCH : TAIPIING

PERIYATA AKUN / ACCOUNT STATEMENT
 AKUN SEMASA / CURRENT ACCOUNT
 Dilindungi oleh PIDM setakat RM250,000 bagi setiap pemegang.
 Protected by PIDM up to RM250,000 for each depositor.

TARIKH DATE	KETERANGAN DESCRIPTION	DEBIT DEBIT (RM)	KREDIT CREDIT (RM)	BAKI BALANCE (RM)
28/02/21	9501 CDR CASH DEP TO CA 738726		300.00	1,796.55
RINGKASAN AKUN / SUMMARY OF ACCOUNT				
TOTAL DEBIT	0	4,797.00		
TOTAL CREDIT	10	5,584.00		
TOTAL CREDIT (FLOAT)		0		
MONTHLY AVERAGE (MYR)		664.11		

PIBUK / MESSAGES

PENGUMUMAN - Peraturan PIDM
 Pemegang Akuan Semasa -2. Pemilik/tertutut perlu membuat rekod tahunan setakat 31 Disember bagi Bank Islam Malaysia. 31 Disember bertepatan dengan tarikh tutup akaun. Pemilik/tertutut perlu membuat rekod tahunan setakat 31 Disember bertepatan dengan tarikh tutup akaun. Pemilik/tertutut perlu membuat rekod tahunan setakat 31 Disember bertepatan dengan tarikh tutup akaun. Pemilik/tertutut perlu membuat rekod tahunan setakat 31 Disember bertepatan dengan tarikh tutup akaun.

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BANK ISLAM
 TETUAN SWEET FLOURS PATH TRADING
 NO 30 LORONG DAMAI
 TAMAN SURIA DAMAI
 34000 TAIPIING PERAK

TARIKH PERIYATA
 STATEMENT DATE : 28/02/21
 HALAMAN : 5 of 5
 NO. AKUN / ACCOUNT NO : 9864901654217
 CABANG / BRANCH : TAIPIING

PERIYATA AKUN / ACCOUNT STATEMENT
 AKUN SEMASA / CURRENT ACCOUNT
 Dilindungi oleh PIDM setakat RM250,000 bagi setiap pemegang.
 Protected by PIDM up to RM250,000 for each depositor.

TARIKH DATE	KETERANGAN DESCRIPTION	DEBIT DEBIT (RM)	KREDIT CREDIT (RM)	BAKI BALANCE (RM)
19/02/21	9501 CDR CASH DEP TO CA 7348197		400.00	727.80
28/02/21	9502 RM DEDITION (ACC NO) TETUAN SWEET FLOURS PATH TRADING Ikan masin Ikan masin 9811537	250.00		477.80
21/02/21	9501 ATR CASH VDRAL - CA 7345973	100.00		377.80
22/02/21	9865 RM DEDITION (ACC NO) TETUAN SWEET FLOURS PATH TRADING Fax 11 RINO FAZLI BIN SAMAN 9811746	20.00		357.80
22/02/21	9501 CDR CASH DEP TO CA 7365542		400.00	757.80
22/02/21	9519 MYDEBIT CA SALES CRP PETROJ TAIPIING MYR 182		20.00	737.80
22/02/21	9501 ATR CASH VDRAL - CA 7261905	100.00		577.80
23/02/21	9842 BEND REL POST ONMS CDR SINGAPORE SG SWEET FLOURS PATH TRADING	123.54		454.26
29/02/21	9500 ISM INSTANT TRANSFER LIZAHATI BINTI UZIRKABIS PRELA OEL LIZAHATI BINTI UZIRKABIS 8899776		24.00	478.26
28/02/21	9501 CDR CASH DEP TO CA 7810555		1,000.00	1,478.26

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BANK ISLAM

TETUAN SWEET FLOURS FATH TRADING
NO 36 LORONG DAMAI
TAMAN SURIA DAMAI
39000 TAIPIING PERAK

TARIKH PENYATA
STATEMENT DATE : 31/03/21
MALAMAH : 1 of 3
NOMBOR AKAUN
ACCOUNT NO : 08040010054217
CABANG/BRANCH : TAIPIING

PENYATA AKAUN / ACCOUNT STATEMENT
AKAUN SEMASA / CURRENT ACCOUNT
Dilindungi oleh PCDM sehingga RM250,000 bagi setiap penandatangan
Protected by PCDM up to RM250,000 for each depositor

TARIKH DATE	KETERANGAN DESCRIPTION	DEBIT DEBIT (RM)	KREDIT CREDIT (RM)	BAKI BALANCE (RM)
	BAL B/F			1,796.50
1/03/21	9650 PURHETT CA PURCHASE KEDAI BAKA PERAK PERAK 08 NY JEP1484	1,600.00		196.50
1/03/21	9661 ATR CASH NORMAL - CA 8882175	100.00		46.50
1/03/21	9661 ATR CASH NORMAL - CA 3251531	20.00		26.50
18/03/21	9686 IMU INSTANT TRANSFER HONG FAZLI BIN SARAH # 108 Fas1		1,600.00	1,676.50
18/03/21	9661 ATR CASH NORMAL - CA 3251263	100.00		1,576.50
18/03/21	9651 MB IBO TRANSFER Trf Setua binti yusuf 882415	100.10		1,476.40
18/03/21	9686 IMU INSTANT TRANSFER SITI MUDAH BINTI ZALUC Parfa SITI MUDAH BINTI Z JPP9931		180.00	1,656.40
19/03/21	9661 ATR CASH NORMAL - CA JPP9931	200.00		1,456.40
20/03/21	9962 BIDC RTL POST OMIS ETTING COM - KTRD CYBERJAYA NY SWEET FLOURS FATH TR SCAR913	2.40		1,452.00
20/03/21	9686 IMU INSTANT TRANSFER (ACC NO) TETUAN SWEET FLOURS FATH TRADING HONG FAZLI BIN SARAH # 108 HONG AMIR BEN ZALNON 8811588	178.00		1,284.00

AI QUAD CAMERA
Shot by FAZLISAHAK
2021.06.07.20:10

BANK ISLAM

TETUAN SWEET FLOURS FATH TRADING
NO 36 LORONG DAMAI
TAMAN SURIA DAMAI
39000 TAIPIING PERAK

TARIKH PENYATA
STATEMENT DATE : 28/02/21
MALAMAH : 1 of 5
NOMBOR AKAUN
ACCOUNT NO : 08040010054217
CABANG/BRANCH : TAIPIING

PENYATA AKAUN / ACCOUNT STATEMENT
AKAUN SEMASA / CURRENT ACCOUNT
Dilindungi oleh PCDM sehingga RM250,000 bagi setiap penandatangan
Protected by PCDM up to RM250,000 for each depositor

TARIKH DATE	KETERANGAN DESCRIPTION	DEBIT DEBIT (RM)	KREDIT CREDIT (RM)	BAKI BALANCE (RM)
	BAL B/F			0.00
8/02/21	9601 CDR CASH DEP TO CA 706857		1,000.00	1,000.00
8/02/21	9000 ATB CARD FEE 800586	12.00		988.00
8/02/21	2148 BELL PINT - CA 302 0781 SPAD080808 STRASBART TAKAFUL MAL 1818987	222.00		766.00
8/02/21	9608 TR CA PREPAID HELDAD E-PAY - CELCOM AIRTIME POMELESS AIRTIME 810270861 E-PAY (R) SDA BID 1070486	90.00		716.00
8/02/21	9608 PURHETT CA PURCHASE KANTING TYRE & AU TAIPIING NY HPL651	466.00		281.00
8/02/21	9651 MB IBO TRANSFER Shahar Lina sha ying 882415 Bertari yohannas	220.10		48.00
8/02/21	9686 IMU INSTANT TRANSFER HONG FAZLI BIN SARAH # 108 Fas1 HONG FAZLI BIN SARAH # 1 JPP9931		1,000.00	1,448.00
8/02/21	9651 MB IBO TRANSFER Yohannas bertari m7D Lina sha ying 882415	148.10		1,496.00
8/02/21	9661 ATR CASH NORMAL - CA 7540982	400.00		1,096.00
18/03/21	9608 PURHETT CA PURCHASE DYNAMIC CAPITAL DON SONGAI PETANERENDY 882415	188.00		907.00

AI QUAD CAMERA
Shot by FAZLISAHAK
2021.06.07.20:11

Photo 1: Monthly Income Fath Sweet Flour



3.0 COMPANY ANALYSIS

3.1 SWOT Analysis

SWOT analysis is a compilation of strengths, weaknesses, opportunities, and threats in a company. The main objective of SWOT analysis is to help organizations develop full awareness of all the factors involved in business decision making. Perform a SWOT analysis before you take any company action, whether you are exploring new initiatives, reversing internal policies, given the opportunity to spin or change plans in the middle of its implementation. The purpose of the SWOT analysis is to identify recommendations and strategies, with a focus on leveraging strengths and opportunities to overcome weaknesses and threats.



STRENGTHS This is not strengths The strength of this company is that the founder he got he got a scholarship to further his studies at the Community College and take a culinary course. In addition, the strength of this company is also Mr. Fazli did not give up even though at the beginning of his business there was no response, he has diversified his sales products to attract buyers.	WEAKNESSES Weaknesses that happened to the company Mr. Fazli was at the beginning of his business, he had to close his business activities because he had financial problems and also due to lack of response from the audience. Next, Mr. Fazli because he has to do research to produce bitter gourd that is delicious and not greasy and nutritious because Mr. Fazli is very concerned about the quality of food preparation compared to the profits earned.
OPPORTUNITIES Mr. Company Fazli has a chance to be more successful because of his attitude of not giving up easily even though he had to face huge challenges in reviving his	THREATS The threat that Mr. Fazli faced that he was competing with other businesses and had to work hard to get the response of buyers and at the same time compete with other

<p>business after his first business failed. In addition, the company can also go a long way because the products produced by Mr. Fazli got a response that gave him a lucrative return. For example, the business of Mr. Fazli became known to people because of his product, which is known to produce Peria Goreng Crispy, Mr. Fazli added several food menus to be ordered and suitable to be served for small events such as birthday celebrations or banquets that invite no more than 200 people.</p>	<p>traders. Next, Mr. Fazli does not use other business channels like Shopee and this will indirectly make his business threatened as other entrepreneurs use Shopee as a channel to gain profit and attention of buyers.</p>
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The main objective of SWOT analysis is to help organizations develop full awareness of all the factors involved in business decision making. This method was invented in 1960 by Albert Humphrey of the Stanford Research Institute, during a study conducted to identify why corporate planning failed consistently. Since its creation, SWOT has become one of the most useful tools for business owners to start and grow their companies.

4.0 FINDINGS AND DISCUSSION

4.1 FINDINGS

If taken into account, Mr. Fazli got failures from his past business. This is because of his past business did not get much response from the public. As well as his business is not on any of the latest platforms like Facebook or Instagram. So, he had a lot of financial losses from the business. Furthermore, in order to continue his new business now, Mr. Fazli did not have strong finances, so he had to raise some money in reviving his business.

Moreover, while wanting to start his new business, he did not have much knowledge about a food sector business. According to his old business, he started a sewing business with his wife, and switched to the ready-made food sector due to lack of response.

4.2 DISCUSSION



Firstly, a major problem that Mr. Fazli had was starting a new business based on a food sector, but he **does not have enough knowledge to the business**. Although Mr. Fazli has just bounced back from his first business failure, he has also started trading various foods such as Peria Crispy, Brownies, etc. First, Mr. Fazli must have his business plan for the future by learning about the culinary field. He needs to think of the types of food that are in demand nowadays. According to Rhonda M. Abrams, a complete, thoughtful business is perhaps the best tool you can have to help you reach your own-long terms **goal (p.xxxiii)**. You must find your own branding, logo, and the imagery you use, to the design of your menu, music you play and even and uniforms of your staff. Define what your business is all about, and what you stand for. It sets the tone for your business and lets your customers know what they can expect. Think carefully about how you want to position yourself and what you want your identity to be.

Starting a food business, you must seek a guidance from a business mentor. You can seek some advice from a person with the experienced and expert in the food business. Even your friends, family, the online gurus, publications, and even acquaintances can provide you with information regarding the business. Usually, the information that we received is free of

charge. Many business mentors may advise people in order to develop their skills as a teacher, manager, or strategist. A true mentorship relationship also works in both directions, your mentor gets to learn about new ideas, strategies, and tactics from you, just as you will learn timeless wisdom from them.

Secondly, Mr. Fazli did **not have strong finances to support his new food business**. He had a hard time to reviving back his finances to start a better business. He even does not have a personal funding. Well mostly, not many persons have a personal funding after the failure. To secure his financing back, Mr. Fazli must get a loan from a trusted family, or friends. He also can get a government aid to facilitate the loan. Maybe it takes years to earn a profit, or money will be tight at first. So, he should start a small business first to maintain his financing. Although finances are important in starting a business. He needs to remember that campaigns to advertise his business on social media are also important so that his business is more developed and demand will increase.

Any suggestion?

5.0 CONCLUSION ✓

In a nutshell, an entrepreneur is a person who creates a new venture and bears with the most of the risks while strive to grow. Through the venture, they aim to receive most of the benefits. Hence, entrepreneurship is mainly referred to the process of starting a business. The entrepreneur is frequently portrayed as an innovator, a source of new ideas, products, services, and/or business processes. Entrepreneurs are one of the crucial aspects of the economy. They help to spur growth by taking risks on innovative ideas. The odds of success may not be particularly promising, but if it succeeds, many entrepreneurial pursuits push industries forward dramatically.

In this case study, Mr Fazli can be considered as an entrepreneur. He started his entrepreneur journey with a tailor shop previously. He began his journey by opening a self-owned tailor shop. Unfortunately, the business failed to survive due to the obstacles that he could not avoid. Furthermore, one of the reasons of the failure was lack of knowledge in entrepreneur. In contrary, he carefully examined the root cause of this problem and were able to venture a new business which is called as Fath Sweet Flour.

As an entrepreneur, one of the key to success is to alert with the upcoming opportunities. As Malaysia currently in pandemic, Mr Fazli took this as an advantage for him to venture food-based industries which leads to higher demand. From the interview session, Mr. Fazli has mentioned that by doing food-based business, he succeeded in getting repeated customers that are likely loves the food processed by Mr. Fazli and his wife. Furthermore, he also found his mentor which during that time was his own neighbour. His neighbour shared all his experience when he was a caterer back then. From his neighbour's past experiences, Mr.Fazli go all-out his to develop his business and avoid every mistake that his neighbour made before. He also often consults with his neighbour whenever he could not be able to combat any issue and difficulties that occurred at that moment.

Last but not least, becoming an entrepreneur is not hard, but it requires the whole kit and caboodle to adapt. In fact, there are many steps to follow including focused on development of entrepreneurial characteristic. A great entrepreneur will be succeeded to brainstorm a brilliant idea that people willing to pay for, drafting a detailed plan for success and disclosed a consistent execution and dedication to that plan.

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7.0 APPENDICES ✓

