



CASE STUDY: COMPANY ANALYSIS



PUYUH MUO ENTERPRISE

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It is a great honor for us having this project as our assignment. To be honest, we were so excited to make it through. At the same time, we learned more about the important of cooperation. In addition, project taught us a lot in understanding this course, Entrepreneur deeply.

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EXECUTIVE SUMMARY

During this covid 19 outbreak each country, government, and the society are at the lowest point. Some lose their jobs children can enjoy the outside world. Covid 19 outbreak give a big impact on each person in this world. So, we decide to do a case study with the owner of Puyuh Mua enterprise which is a small micro-business located at Muar. The mission of the company is to be a top supplier of quail in Malaysia and around the world. The difference between other companies of quail was the owner was very young and ready to take on the challenge to be the top supplier of quail in Malaysia. So we decide to do the case study with this owner because of his eagerness to share with us his company and the challenge that he faces while doing this business .

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

For decades, economics has demonstrated its importance in paving the way for a better society. As a result, entrepreneurship has created a world rich in invention and creativity. Society's living standards have also improved. According to Wikipedia, entrepreneurship is the action of founding a firm and taking financial risks in the pursuit of profit. Therefore, every government has taken steps to promote entrepreneurial education. Several universities, including UiTM, have taken precautions. They hope to assist students polish their wits and broaden their understanding of the world of business as individuals.

An entrepreneur, without a doubt, possesses attributes such as decisiveness, curiosity, flexibility, and others. They are also determined to complete work and face challenges without fear of failure. Being a competent leader is one of the most important aspects of being a successful entrepreneur and developing a great team. Students all across the world will be inspired by the incorporation of entrepreneurship into their academics. In a roundabout way, newer and smarter entrepreneurs are capable of growing and surviving in the competitive business environment. Because it might be a difficult row to hoe, entrepreneurial studies help young people to quickly and exposed to adversity.