



# Report of Case Study (ENT300)



*Potterhead Malaysia*



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# Table of Content



- ☐ ACKNOWLEDGEMENT
- ☐ PROFILE OF ENTREPRENEUR
- ☐ INTRODUCTION VIDEO
- ☐ HISTORY & BACKGROUND
- ☐ PRODUCT & SERVICES
- ☐ MOTIVATION
- ☐ CHALLENGES
- ☐ WAYS TO OVERCOME CHALLENGES
- ☐ DEAL WITH BUSINESS FAILURE
- ☐ PERSONAL ACHIEVEMENT
- ☐ ADMIRED BUSINESS LEADER
- ☐ FINANCIAL RESOURCES
- ☐ FUTURE PLANNING
- ☐ GALLERY
- ☐ GROUP MEMBERS VIDEO
- ☐ REFERENCES



# Acknowledgement



Praise be to Allah S.W.T as we are given the opportunity to carry out the case study even there is a global pandemic outbreak lately. It does not stop us from continuing our task to finish the assignment. We are truly grateful for the fulfilment of this case study assessment which is required to be accomplish as a first course work for the fundamentals of entrepreneurship course.

Special appreciation to family and friends for supporting us to work on this assessment. This case study has been prepared with the cooperation and encouragement from many people. A massive gratitude also would be given to our lecturer Sir Mohd Najmie Osman and his thoughtfulness in guiding us toward the process of completion of this case study. He had assisted us by providing a lot of useful information. The absence of him would cause us enormous difficulty in finishing the assignment given.

We successfully able to face the problems appear during doing our research. We have been wiser in dealing with obstacles. The interview session for the case study had feed us organizing, marketing, operational process, financial planning and training plan and any other information needed for a new entrepreneur to start a business.

Let us not forget to give our deepest thanks to Madam Mardilyn King Phaik Kwang, the founder of Potterhead Malaysia who willing to accept our invitation to conduct an interview session even though we did it through online video conference using the application Zoom. She shared her business knowledge with us. She also has been enthusiastic on helping us to do our best in finishing this project. Lastly, we are all optimistic on the case study in given us comprehension in entrepreneurship world and element on becoming an ideal entrepreneur in future.





# HAVE YOU SEEN THIS WIZARD?



**Mardilyn King Phaik Kwang**



55 years old

Education in Diploma level

Working experience more than 35 years  
(1985 until now)

Handling own business from 1999 until now

Have 2 daughters

(27 years old & 21 years old)





# Introduction

