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UNIVERSITI
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

**SAM FAH ENTERPRISE (M) SDN. BHD.
STATIONERY AND PRINTING SERVICE BUSINESS**

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ADMINISTRATIVE SCIENCE AND POLICY STUDIES, DIPLOMA IN PUBLIC
ADMINISTRATION (AM110)

SEMESTER: 4B

PROJECT TITLE: STATIONERY AND PRINTING SERVICE

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SUBMISSION DATE:

29th MARCH 2019

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1. EXECUTIVE SUMMARY

The case study is very crucial to summarize the company's background, problems that they are facing and the solutions that they provide. The method used was face-to-face interviews with the manager of the company and reviews from some customers who ever used the services the company provides. Based on the interviews that has been done with the manager, Sam Fah Enterprise (M) Sdn. Bhd. decided to open its business because the owner wanted to work on its own and he got the idea from his friend that told him to open a stationery and printing business. The owner also said that he got tired of working with other companies thus deciding to venture and open his own business. Since he thought that by opening up his own business will be more beneficial and profitable, he aimed to open his shop at a strategic area which is Desa Ilmu, Kota Samarahan because Kota Samarahan is considered as an educational hub, as the customers that the owner is aiming are students as they will benefit most from it. Next, the owner also aims to provide affordable prices for the services they provide to students so it would not burden them financially. The owner also hired university students as part-timers to help them have extra pocket money especially those who live far away from that area.

2. INTRODUCTION

Entrepreneurship is defined in as the process of designing, launching and running a new business, which is often initially a small business, and the people who create these businesses are called entrepreneurs. The purpose of this case study is to study the importance of entrepreneurship in economic development as it is well recognised in economic theory and policy. Students study entrepreneurship to acknowledge them about being an entrepreneur in variety of settings.

It is also known that our country suffers from economic crisis where our country's currency keeps on decreasing. Economic will grow and develop if entrepreneurs are willing to take risks to open up businesses and organise the factors of production and then transform them into goods and services. By doing that, entrepreneurs can be one of the factors our country's economics to remain constant.

However, there are many challenges to be an entrepreneur such as:

1.The process of opening up a new business

This is because when we just open up a new business, we will be having difficulties to find customers because our company is new and not well-known yet. The first few months could be rough and would not be able to gain much profit.

2.Modern Technology

As we all know, in this era of modernisation, technology is constantly being upgraded to cater to the needs of the people who uses. Thus, companies will be having challenges where they need to keep up with new technologies to produce better quality products which might require more capital and labour.

3.Services

Services are very important because it deals with the processes and actions that enable a service provider to deliver services to end consumers. Every consumer wants a good and fast service from the company that they are dealing with. If the

3.3 Business Model

A business model is a company's strategy for making a profit. It identifies the products or services the business will sell, the target market it has identified and the expenses it anticipates. However, there are many types of business models, Sam Fah Enterprise is franchising. As it is stated in company background that Sam Fah have three franchises. Franchise is an easier way to secure finance and have a higher chance of operating a small business plus easier to control the reputation of the company. This company also provided a lot of services such as photostat, printing and stationery in their franchise. The advantage of this business model is Sam Fah Enterprise have adopted models that allow them to fulfill customer needs at an affordable and reasonable cost. Meanwhile the disadvantage is if the business model does not work, the amount of profit might not add up.

3.4 Products and Services

The products and services provided by Sam Fah Enterprise (M) Sdn. Bhd are:

- Selling various types of stationeries
- Digital printing and photostat services
- Binding

3.5 Operational Strategy

The operational hour for Sam Fah, Desa Ilmu is from 9:00am to 8:00pm on Monday to Friday, it closed on Saturday but opened from 12:00pm to 8:00pm on Sunday.

3.6 Financial Achievements

During the interview with Sam Fah Enterprise (M) Sdn. Bhd Desa Ilmu branch, it was said that they usually earned roughly around RM10,000 to RM15,000 per month. Their peak in their business is usually in January, which means that students shops for school supplies for the new year of school. Furthermore, it was also said that they get a lot of customers when university students begin their new semester. However, it was also noted that the financial achievements are not always constant as some months they might earn more, some a little less.