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UNIVERSITI
TEKNOLOGI
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

TD FRATELLO PRINTING SERVICE

PRINTING SERVICE

PREPARED BY

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EXECUTIVE SUMMARY

TD FRATELLO Printing Service is known as one of the best printing service in Kota Samarahan in generally and Desa Ilmu in specifically . People that come as a customer always surprised by their specialty because they not only run printing services but also offers other services such as t-shirt printing, custom mug design and product labeling . This is the reason why we chose Serapi Corner; this is due to their expertise in managing a small business that grew up through year. We as a students could not denied how good they are in grabbing opportunities . We decided to pick TD FRATELLO Printing Service to become our case study because we want to learn the way they managing and tackling certain problems of their business. Some of the problem can be identified which is financial problem, employees or in other word team management and also competition.

1. INTRODUCTION

BACKGROUND OF STUDY

Entrepreneurship is a process of innovation and new venture creation through four major dimension including individual, organizational, environment and process. The entrepreneurship process is aided by collaborative networks in government, education and institutions.

Entrepreneurship education prepares people to be responsible and enterprising individuals. It helps people especially young generation develop the skill, knowledge and attitudes necessary to achieve the goals they set out for themselves. A lot of proves shows that people with entrepreneurial education are more employable.

PURPOSE OF CASE STUDY

The purpose of this case study is to investigate the key success in entrepreneurship. It exposes students to the business orientation and how the entrepreneur operates their business. The case study also teaches the student how to deal with real situation in business. So, students should analyze the problem and find the solution for any problem that encountered by the company. Our team will be conducted the case study on .

PROBLEM STATEMENT

As a entrepreneur, there are always challenges ahead us that we need to overcome. First off, the entrepreneur need to abandon his or her career. In reality, it is hard for the entrepreneur having another career aside from being a entrepreneur. Not all of us are multitasking type of people, so managing two careers simultaneously is hardly impossible. In this context, I am talking about be a success entrepreneur not a unprofitable entrepreneur.

In addition, financial problem is the most common challenge that entrepreneur need to face. Normally, to start a business, we need a big budget. However, most of entrepreneur can only make a small investment. So, the entrepreneur need to get loan from bank or fund from business people but due to this competitive society the entrepreneur need to deal with abundance of process to get it.

2. .COMPANY BACKGROUND

2.1 BACKGROUND OF THE COMPANY

TD FRATELLO Printing Service is a business company which is not only focusing on printing service but also offers other services such as t-shirt printing, custom mug design and product labeling. This company established on July 2016 and located at Ground Floor, SL 25, Desa Ilmu Commercial Centre Phase 25, Jalan Dato Mohd Musa, Kota Sarawak, Kuching, Sarawak. The owner of this business is Mr Suhardi Ikham.

2.2 ORGANIZATIONAL STRUCTURE

The business started with only have one employee other than the owner himself. Now, the company has 4 workers and all of them are part workers as the workers are students. The owner offers many students the opportunity to earn more money because the owner himself was a student during he started the business. In the business, there is the owner, which is Mr Suhardi Ikham, his co-workers and the cashier. The company did not have a proper organizational chart for this time being because it is just a small and new business.

2.3 PRODUCTS / SERVICES

This company is not a rare business as there are many competitors that doing the same type of business. At first the owner gets the idea to open up the business when he thinks that he might gain profit by doing printing service is because the area that he chose to start up the business is suitable and strategic. The area is mostly inhabited by students as there many university such as UiTM, Unimas and IPG Tunku Abdul Rahman. So he decided to open the business which provides printing services at first to the students. The owner also got the idea to make different in his business by add some additional services such as bunting, sticker printing, t-shirt printing, product labeling and others. The owner got those useful strategies since his company was surrounded by many competitors so he wanted to try to make his company offers different than others.