



اَوْنُوْرْسِيْئِيْ تِيْكَوْلُوْكِىْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

CASE STUDY REPORT



**TD FRATELLO ENTERPRISE
PRINTING SERVICE BUSINESS**

PREPARED BY

FACULTY & PROGRAMME: APPLIED SCIENCE- DIPLOMA IN INDUSTRIAL
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SEMESTER: 4A

PROJECT TITLE: PRINTING SERVICES

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EXECUTIVE SUMMARY:

TD Fratello Printing Services have been established for 4 years up until now (since 20th July 2016). They are very famous for their fast customer service, in which customer are very satisfied for their art of work and quality in providing the best printing service. This company are focusing on providing trophies and medal service as their main product services. The reason is because, the high demand or highly requested in market. In addition, the company also provide printing clothes, banner, name tag, stamp and stickers alongside with stationary. The major problem they have face is lack of equipment or facilities in order to produce quality product and this led to affecting the productivity of their services. This is because the cost to buy the equipment is too expensive which they can't afford to buy. However, with their great worker whose doing a great job, they can overcome the problem and provide fast customer service based on Feedback from customer.

INTRODUCTION:

The purpose of the studies is to study the importance of entrepreneurship in economic development as it is well recognised in economic theory and policy. Entrepreneurship is to seek education and provide students with knowledge, skills and motivation to encourage entrepreneur success in a variety of settings. This study offers at all levels of schooling from primary or secondary schools through graduate university programs.

It is now accepted that our country has economy crisis especially our currency decrease, and the economic will not grow and develop unless entrepreneurs take the risk and organise the factors of production and transform them into goods and services and the currency will remain underexploited.

However to be an entrepreneur, there are many challenges that most and couple of problems that we face such as:-

- Finding the right company

In order for us to do an interview, we had to face the challenge that is to find the company that accepted interviewers from outside and some take this as a confidential matter.

- To make the right time for interviews

Some managers or a founder of a company are too busy for works and it's hard to set the time for the interview. So, to enable for us to do the interview, the right timing was decided from both sides.

- First time making an interview

To enable for us to gain more information about the company we had to get prepare for the question and the courage to ask the question. Sometime the question that been prepared are to pale, so some spontaneous question is required to make situation not awkward.