



اُنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TITLE:	INDIVIDUAL ASSIGNMENT (CASE STUDY)
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Beside that, there are lot of challenges that I have to face during doing this case study especially during the interview such as time and problem connection because I just doing an interview online cause of pandemic covid-19 but through the challenges I become more organized and mature in dealing the problem that occur during the research.

Last but not least, i hope sir Ahmad Mudzfir bin Zubir satisfied and giving a full consideration in marking this case study because I already try my best to complete this assignment for the ENT 300.

## **1.0 Executive Summary**

At the end of the case study, I managed to gain a lot of business knowledge in the real world. I also had to evaluate the performance of the business through the characteristic of an entrepreneur and from this case study I also learned that the characteristics of an entrepreneur must be improved over time so that they can improve their business performance and be more successful businesses. For example, an entrepreneur must be persistence, good problem solving and have a high self confident after that entrepreneur also should be efficiency orientation. The characteristic of an entrepreneur are vital in order to help the business continue to improve the performance of the business. An entrepreneur must evaluate their business performance in such way that they can identify what their business lacks when compared to other businesses. Based on this case study and during do an interview, I learn a lot about business and if we want to be a successful entrepreneur we have to facing a variety of challenges and it is also take a long time to be a success person.

## **2.0 Business Description**

### **2.1 Entrepreneur profile**



Mas Anisha binti Adnan or also know as Anis is a young online bussinesses. She is an agent of Numi Skincare by Numi.hq since early 2019. In Numi skincare there have a severel item which is soap, cleanser, toner,serum and wet tissue. This product is suitable for all type of skin.This is a little bit about entrepreneur I was interview. Mas Anisha was born in Khota Bharu Kelantan on November 30, 2001 and now she 20 years old but she able to run a online bussines even just as agent but she is very committed in doing a bussines. She was the last child of seven sister and one brother. Anis very interesting in bussines and now she is continued her studied in Diploma Business Study in Politenik Kota Bharu Kelantan and now she already in part 4 diploma in Business Studies. Anis do not have any busines background or knowledge about the bussines before this but she learn about business since she join Numi.hq as an agent to sell the Numi skincare product. Anis stay strong and be more succes in bussines because she get a support from her family and also friend. Her family is very supportive especially her mother Puan Kalsom bin Ahmad who is always being there for Anis when Anis need a support.