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**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
CASE STUDY**



SUZARA SULAIMAN ENTERPRISE

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EXECUTIVE SUMMARY

The original purpose in this case study is to make the students for identify the one entrepreneur and to know about the real activity for business. In addition, in this case study also is to collect more information as possible about the entrepreneur and to know more about the competencies that needed in the business. So, for this case study, I have made research based on the company that I choose and I go directly to interview the company to know more information about the company background, history, and the products they make.

I have chosen SUZARA SULAIMAN ENTERPRISE as my case study topic because the company is one of the successful serunding company in Kelantan and of course their serunding is delicious and the price is affordable. Besides that, the reason I choose this company also because the located is near my house and I can go easily. So, I have done made research about this company. First and foremost, I will start my case study with briefly give information about the introduction about the entrepreneur and the business profile of SUZARA SULAIMAN ENTERPRISE.

The company "SUZARA SULAIMAN ENTERPRISE" have many the entrepreneurial characteristics with make their business become more successful and many people know about this company. For example, the characteristic that they have in this company such as initiative, sees and acts on opportunities, persistence, concern for high quality of work, efficiency orientation and systematic planning. All the competencies are really important because it can make the company can be more efficient, growth well and can attract more customers. So, I hope this case study will giving all the ideas that I have done for this research.

INTRO ENTREPRENEUR & BUSINESS PROFILE
(SUZARA SULAIMAN ENTERPRISE)



Who is she? So I will talk about her first.

Her name is NOR FATIN NABILA BINTI SUKRI and she is 28 years old. Her status is already married and she have got the awards such as excellent entrepreneur of serunding logo trademark from Mara best serunding in Kelantan and her education is Sekolah Menengah Hamzah Machang Kelantan, Diploma Of Business Management in Uitm Machang, Kelantan and Degree Of Business Management Uitm Puncak Alam, Selangor and lastly her career is Businesswoman and Manager of SUZARA SULAIMAN ENTERPRISE.

BUSINESS PROFILE
(SUZARA SULAIMAN ENTERPRISE)



SUZARA SULAIMAN ENTERPRISE company was launched in 1970 and this is business from generation to generation, so this is 4th generation. SUZARA SULAIMAN ENTERPRISE also receive Halal Status from Jabatan Agama Kementerian Islam Malaysia (JAKIM). Besides that, Suzara Sulaiman Enterprise also confront many challenges in their business such as have strong competition from another surrounding company with unhealthy competition from unsatisfaction. Apart from that, they also were deceived by a meat supplier who said it was genuine meat even though it was imported meat and also sometimes it is difficult to attract customers and have many losses of damaged products.

For this company, it also has their vision with is want to make OEM factory where everyone can take the main ingredients with them and make their own brand like OEM products and let SUZARA SULAIMAN ENTERPRISE go to many more countries and internationally so that it is famous and many people know SUZARA SULAIMAN ENTERPRISE and if possible, to go up the billboard and also can compete with other countries' entrepreneurs.

More addition, SUZARA SULAIMAN ENTERPRISE is targeted to bring more customers from middle class level, from professional person, adults and especially student to try their products and of course to balance their business. Last but not least, for the ways they promote their products is through advertising with use flyers, posters, social media such as Facebook, Instagram and YouTube, sales promotion such as TV show and public relations with directly promote their product to their customers.