



اُونِيُوَرَسِيْتِي تِي كُنُو لُو كِي مَارَا  
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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**INDIVIDUAL ASSIGNMENT: CASE STUDY (INTERVIEW)**

**ENTREPRENEUR NAME: KAK NOR GROCERY STORE**

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## **ACKNOWLEDGEMENT**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

"In the name of Allah, the Most Gracious, the Most Merciful."

Assalamualaikum wbt and Alhamdulillah, we would like to thank Almighty Allah giving us opportunity, determination, strength and easier our way to finish our task for Fundamentals of Entrepreneurship (ENT300). Now I would like to thank and express our deep and sincere gratitude to Sir Ahmad Mudzfir Bin Zubir, our lecturer of Fundamentals of Entrepreneurship (ENT300) UiTM Machang Cawangan Kelantan because give a great cooperation with us to finish the Assignment 1 for Case Study and give us a lot of knowledge.

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Lastly, with doing this project, we can add a little bit knowledge about the business. We also want to thank again to our colleagues for their help and ideas in completing this report and give explanation with detailed if I ask question about the assignment. Thank you so much and we hope that Sir Ahmad Mudzfir Bin Zubir is satisfied and giving full consideration in marking this report. Thank you.

## **1.0 EXECUTIVE SUMMARY**

For this assignment 1, I have decided to interview a woman entrepreneur who has successfully run her grocery store business in my village, in Pondok Hidayah, Tanah Merah, Kelantan. This woman is a very great and very experienced woman because she has already managed to set up a grocery store in her house like in other words “shop house”. Then it turned out that with the hard work of her and her husband, the business that she runs has been over 16 years and is very proud of.

Based on this case study and during do an interview, I managed to gain a lot of business-related knowledge in the real world and if we want to be a successful entrepreneur, we must face a variety of challenges and it is also taking a long time. Plus, with the world that faces many challenges with the presence of an infectious disease that is the Corona Virus which causes all activities that need to be faced should be stopped to prevent the spread of this disease. After that, Prophet Muhammad SAW once said that business activity is part of Ibadah and 9 out of 10 sources of rizque (reski) can be found in business. Then, business is also strongly encouraged in Islam and the Quran, it has been mentioned in Surat An-Nisa verse 29.

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ ۖ  
وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا (٢٩)

**Meaning: O ye who believe! Devour not one another's wealth unjustly, except by trade between yourselves. And do not kill yourselves; surely Allah is Most Merciful to you. (Q.S. An-Nisaa':29).**

An entrepreneur must improve their business performance and be more successful businesses over time and become a more successful and profitable. There are many things that need to be practiced in an entrepreneur in running a business, among them is that an entrepreneur must have resilience in herself to face all the challenges that come because in business it has its ups and downs. Next, entrepreneurs also need to manage time wisely between business and family so that they are not easily stressed. So, these features are very important in an entrepreneur to help their business run smoothly and more developed.

## **2.0 INTRODUCTION OF ENTREPRENEUR**

### **2.1 ENTREPRENEUR PROFILE**



Who is she? Now, I will talk about her.

This is the owner of the Nor Asyikin Grocery. Her full name is, Nor Asyikin Binti Abdullah but she's famous known by the nickname "Kak Nor". She was born on 15 September 1965 and now she is 56 years old. She was born in Kota Bharu and moved to Tanah Merah after she married her husband when she was 28 years old and she has 3 children, 2 boys and a girl. She is eldest of five siblings, and her sibling are all girls. Kak Nor's family is not a businessman, but she has been interested in doing business for a long time. Furthermore, her family did not prevent she from continuing her interest in business, which is why she chose to continue his studies in business at university, even continued to inspire her by bearing all the funding of her studies while she was pursuing her diploma.

For your information, Kak Nor is the one of the ones who opened a grocery store in my village before others opened a grocery store even after a few years. So, the education, when she in the high school, she is schooling at Sekolah Menengah Kebangsaan Kota Bharu, Kota Bharu, Kelantan, and take an Accounting Classes. When she finished form 5, she continued her studies at University of Malaya, Terengganu in Diploma in Business and Management and get a good result. She did not continue her studies after diploma because her family could not afford it and she still had 4 siblings who was studying.