



اَوْنِبُوْ سِيْتِيْ بَاتِيْ كُنُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

**UNIVERSITI TEKNOLOGI MARA MACHANG CAMPUS
KELANTAN BRANCH**

(ENT 300)

FUNDAMENTALS OF ENTREPRENEURSHIP

(CASE STUDY)

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SUBMISSION DATE

15 JUNE 2021

ACKNOWLEDGEMENT

Praise to Allah for the strength given, finally I have done my individual assignment which is Report Business Opportunity. In preparation my assignment, I had to take the help and guidance from my lecture. I would like to take this chance to thank to everybody that who gave help and support.

In addition, a thank you to my lecture Sir Ahmad Mudzfir bin Zubir because give me encouragement, commitment, advice and guidelines during complete this movie assignment. Online Distance Learning are difficult for student because we cannot face to face with lecture to guide me doing the assignment but I can facing the obstacles. I am thankful I can finish it.

Last but not least, I also would like to thank my parents and friends who helped me a lot in finalizing this report within the limited time frame. Thank you so much miss because doing many ways to guide us in doing this assignment. I hope that Sir Ahmad Mudzfir is satisfied with my work.

Thank You.

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1.0 Executive Summary

For my case study, I want to provide a summary of the business that I interviewed. This business was started by the entrepreneur in 2017, and it was a family business. Address for her business is at 46, Lalan Batu Gajah Perdana 16, Taman Batu Gajah Perdana, 31550 Pusing, Perak. She had been running a business since she was in high school. She makes homemade Kuih Muih Frozen, such as Curry Puffs Frozen, Roti Canai Frozen, Spring Rolls Frozen, and Cucur Badak Frozen, is the entrepreneur's company. Homemade Kuih Muih Frozen is well-known in the Malaysian community since it is HALAL, which means that people of all faiths can enjoy Muslim products. This product is reasonable since it is available to the general public. This food is tasty and suitable for children, also it is suited for all types of age, when people don't have time to create kuih muih because it takes time, they can order kuih muih frozen from the entrepreneur and reheat it in a frying pan. This kuih-muih can be had at any time, however the Malay community like to have it around morning and afternoon tea. Since the entrepreneur from Perak, the product has been distributed in Batu Gajah and Ipoh. People who buy the kuih-muih frozen have given her great comments, stating that it saves them time, is tasty, and is simple to prepare. The entrepreneur was concerned the quality the product. The entrepreneur uses social media and technology to grow her business, for example, she promotes her item on Facebook and WhatsApp. Every obstacle she encounters, she will explore additional options in order to ensure that the business improves and does not go bankrupt.

2.0 Entrepreneur Profile

Based on the current task I must interview one entrepreneur. The entrepreneur I choose is Alieza Dahlia Binti Azhari, she from Batu Gajah Perak and her age 20 years old. She owns a family business and she are helping her family to manage their family business. Miss Alieza Dahlia family is doing Homemade Frozen Food such as curry puff frozen and roti canai frozen. Address for her business is at 46, Laluan Batu Gajah Perdana 16, Taman Batu Gajah Perdana, 31550 Pusing, Perak. She ends her education at SMK St Bernadette's Convent Batu Gajah, Perak. This business was build since 2017 and she or he doing this business since in high school. During high school she's going to take order from her friends and produce the food.

Next, miss Alieza Dahlia was eldest child in of three siblings. Second child name Adam Daniel his age 18 years old and Lastly Aiman Daniel was 11 years is old currently school at SMK Sultan Yusuf Batu Gajah Perak. Miss Alieza Dahlia was realize the business she doing during highscool is her interested and thus far she continuing it. She has been running this business since she was in secondary school to increase her income. Before the Pandemic Covid-19, she enrolled in a programme called as Kursus Asas Keusahawanan in Ipoh, Perak. This programme is for aspiring entrepreneurs. She enrolled in this class to increase confidence and expand her business expertise. She understands that if she wants to enter the business sector, she will need to collect more knowledge.

In addition, she shares her experience when first time she involved in business she felt shy to sell the frozen kuih-muih but after the one week she can handle the feelings and she feel very happy because she can sell the kuih-muih. Miss Alieza Dahlia also feel happy because her friends giving positive feedback and make her to continuing the business. She not only sells frozen foods, but she also helps to prepare them. In order, to run her businesses she need the services of five individuals. Curry puff frozen, popia, bom@ondeh-ondeh, Kuih Kasturi, Cek Mek Molek, Masalodeh, and Cucur Badak are among the items she sells in her shop. She receives support from friends for example will buy frozen food from her and advertise her business on social media.

Furthermore, her secret to continuing this business is to make her mother and father role models because they started the business from the top. An entrepreneur must have confidence when opening a business, and Miss Alieza has that confidence. We know that when an entrepreneur attends a seminar, she is guided to solve the problem that the entrepreneur is facing. She also looks up to Neelofa as an inspiration because Neelofa started