



اُونِيُوَسِيْتِي تِيكِنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

**UNIVERSITI TEKNOLOGI MARA MACHANG CAMPUS
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(ENT 300)

FUNDAMENTALS OF ENTREPRENEURSHIP

(CASE STUDY)

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SUBMISSION DATE

13 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 Sir 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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Executive Summary

For my case study, I want to provide a summary of the business that I have interviewed. MZ Lighting Enterprise has been recognized by all Taman Tawas Damai residences. This business was started by the entrepreneur in 2010, and it was a family business. Address for the business is at 7 & 9, Laluan Tawas Damai, Taman Tawas Mutiara, 30010 Ipoh, Perak. This is due to the insufficiency of electrical stores that offer products & services which have a variety selection of the products. Services and products that were offered by this store were varieties of lamps, fans, electrical appliances such as socket, plug, wire and so on, ironworks such as grills, awning, skylight and others, wiring and plumbing. The major problem that was faced by MZ Lighting Enterprise is marketing problems. The problems that related to the marketing problem were lack of expertise and insufficient knowledge in marketing strategies, inactive in social marketing in residential area and location of the premise is not strategic. This marketing problem was closely related to the intelligence of the marketing strategy which are important to all businesses to become more successful. The major problem that was faced by MZ Lighting Enterprise is lack of expertise which led to decreasing amount of customer comes to their store and the best method to overcome the problem was by create geo-targeted restaurant ads with online advertising platforms such as Facebook, Instagram, and Twitter to promote their business's best visual content. MZ Lighting Enterprise also needs to face with other competitors and it likes to set a lower price compared to prices set by MZ Lighting Enterprise. But, the price set by MZ Lighting Enterprise was worth to the quality of services.

Entrepreneur Profile

Based on the current task I must interview one entrepreneur. The entrepreneur I choose is Sir Tan Yi Lan, he from Chemor, Perak and her age 26 years old. He owns a family business and he are helping he family to manage their family business. Sir Yi Lan family is doing lighting business as varieties of lamps, fans, electrical appliances. Address for he business is at 7 & 9, Lalan Tawas Damai, Taman Tawas Mutiara, 30010 Ipoh, Perak. He ends he education at Universiti Utara Malaysia. This business was build since 2010 and he doing this business while he study because he want to help he family.

Next, Sir Yi Lan was second child in of three siblings. Eldest child name Adam Tan Yi Won his age 32 years old and Lastly Tan Yi Mo was 20 years is old currently study at Universiti Utara Malaysia too. Sir Yi Lan was realize the business he doing during study is he interested and thus far he continuing it. Actually, before this he just help he father running this business since he was in high school to help he father also to get some pocket money. Before the Pandemic Covid-19, he also always join a programme about business because he wants to learn more about this so he can make a improve for he family business. He understands that if he wants to enter the business sector, he will need to collect more knowledge.

In addition, he shares he experience when first time he involved in business he felt shy to promote he business because he thinks who wants to buy that but after one month he can handle the feelings and he feel very happy because he can sell he electrical appliances. He also feel very happy because he friends giving positive feedback and make he to continuing the business. He not only sells electrical appliances, but he also helps to find supplier to keep he product always in stock. In order, to run he businesses he need the services of five individuals. Lamps, fans and electrical appliances are among the items he sells in he shop. He receives support from friends and family for example them will buy he lamps and made review also promote he business on social media.

Furthermore, he secret to continuing this business is to make he father role models because they started the business from the top. An entrepreneur must have confidence when opening a business, and Sir Yi Lan has that confidence. We know that when an entrepreneur attends a seminar, he is guided to solve the problem that the entrepreneur is facing based from he experience.