



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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

FUNDEMENTALS OF ENTREPRENEURSHIP (ENT 300)

INDIVIDUAL ASSIGNMENT

CASE STUDY

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EXECUTIVE SUMMARY

The overview of this case study is that I able to see the real life situation of business where I see the existence problem that needs to be solved and what the challenges and achievement that the entrepreneur facing. The location that I decided to choose as interview is Suzana's roti canai. I choose this store because I always go to eat there and know the Roti canai I their store is very fulfilling my taste. They sell roti canai that they develop through their experience. Their shop is located at Jalan Bukit Besi and has 46 years of experiences and will keep going on. Problem in marketing activities that is shop does not have any marketing strategy. Next, Suzana's shop used some competencies to their shop to grow more effectively and success in the future although in the operation activities the problem of restaurant is lack of staff but she always find a solution. Even their service is slow due to no machine use because they prefer handmade dough but she not give up. Last but not least, in financial activities, she will maintain the flow of cash because for easier for she to make sure that their profit is more than the expenses. I also analyzed these shop using SWOT, because to enables the business to develop strategies that maximize strength and capitalize upon opportunities.

ENTREPRENEUR PROFILE

Business Background

Based on the information that had interviewed, the business was operated in sole proprietor. Sole proprietorship is a business that is owned and operated by a natural person (individual). This is the simplest form of business entity. The sole proprietorship is a legal entity. The business has no existence separate from the owner who is called the proprietor. Next, Suzana's roti canai that was located in Jalan Bukit Besi, Dungun, Terengganu was established in 2001 and it produced a few type of product. For examples, Roti Canai Kosong, Roti Planta, Roti Sardine, Roti Tampal, Roti Telur and Roti Telur Bawang.

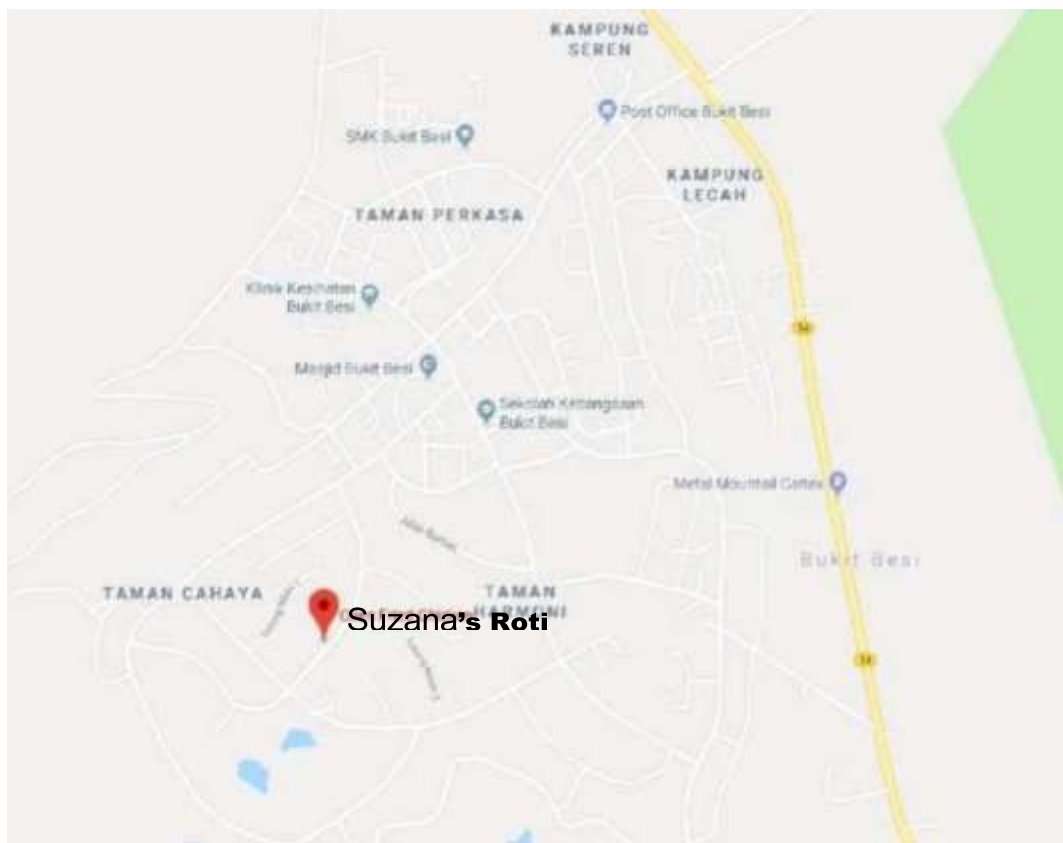
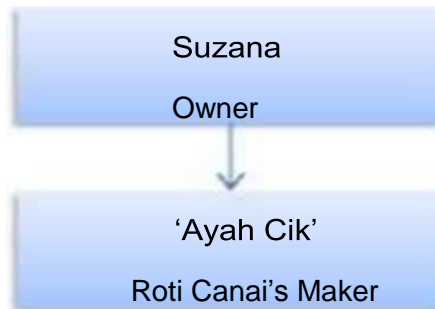


Figure 1: Location of Suzana's Roti canai

Entrepreneur's Personal Background



Name of the Business	Suzana's Roti Canai
Business Address	No.3, Jalan Bukit Besi, Dungun, Terengganu
Website	www.suzana.com.my
E-mail	Suzana008@yahoo.com
Telephone Number	017-9634299
Form of Business	Private company
Main Product	Roti Canai
Date of Commencement	10 July 2021
Date of Registration	10 July 2021
Registration Number	TR0057598-X
Name of Bank	RHB Bank
Bank Account Number	031032669709