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ASSIGNMENT CASE STUDY

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EXECUTIVE SUMMARY

Assalamualaikum, for this assignment I need to choose one entrepreneur to study the background and also be able to learn about the entrepreneurship. I decided to choose and already interviewed this entrepreneur who own “Hafiz and family Legacy” to complete this assignment. Here is the report of this case study. I have chosen one of the person that I know, Abdul Hafiz who is the business man of “Hafiz and Family Legacy” as the closest business person role model for me. At least my case study based on the person that I know in detail about businesses. He seen as a knowledgeable person and led his own business for growth and prosperity on his own. Abdul Hafiz bin Usaman is the owner full name. He was born in Kota Bharu, Kelantan on 26 June 1997. He is the person who undertakes to do a job as an entrepreneur for better market opportunities in the 20th century. He made good choices which is he starting the business at the perfect age to be a successful entrepreneurs. He had been into many types of businesses, the longest business has been into selling is on “Hafiz and Family legacy” which his selling all about betta fish necessities. His business location at Pengkalan Chepa, Kota Bharu, Kelantan. I chose him for this assignment because he had shown me the best attitude of entrepreneurs which we should have in owns self. When I interviewed him, I get it by it that he had some of entrepreneurship competencies.

BUSINESS DESCRIPTION

- Business Background

Hafiz, he start running the business since he was young by selling many products. Among the businesses that he have been ventured into are selling shoes, cap, becoming a top-up agent and so on. At the age of 18, his business going up stability that gave him huge income in a month. At that time he sold shoes in brand called Nike, Puma, Adidas, Polo and many more. He got sold many pairs of shoes over some years. But suddenly, about 7 months after, he was retrieved with unpleasant news that broke his heart. The factory of him took the shoes to sell to buyers has been seized all goods by the Customs as the goods sold are artificial goods and it is illegal. He was very shocked about the news because he does not know the goods are a fake. He thinks that he should repair this mistake and better than he should make a new business. He took a hiatus from selling for two months, and thinking that he should start a new business to accommodate a daily life. At that time, in his village, in college places and even on the internet he saw a lot that many were interested in fishes which is called "ikan laga". "Ikan Laga" which also known as Betta Fish, at that time it became very viral and many people pet it and even sold it. He has an entrepreneurial attitude of problem solving so he is brave and confident of how to launch his new business of about betta fish. He switches to new alternatives strategy to reach his new goals for his new businesses. . He has been aiming to sell all sorts of other items not just it betta fish only. But all fish necessities. So what hafiz does at home he thinks about one's need to keep fishes. He makes a thorough research and finds information about fish and items to preserve fish. Never his knows about all of betta fish in detail but because of this, an entrepreneurial attitudes

that he had is to seeking information, he made research thoroughly to avoid any mistook action. He does personal research in every platform on how to provide product and services by searching on Google, sees how others grow their own. Other than that he is selling betta fish, fish's food, aquarium, oxygen, fish net and many more. He starts promoting it in Shoppe and Lazada and also in Facebook. His start to promote it into his Whatsapp status and told his friends to his friends that if they want to order they can contact him. After a few weeks, the order in a day reached 10 orders per person. He feels so happy in his new business and the business came out so well, his income in a month even reach 6k by just selling betta fish necessities.