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UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND
MANAGEMENT**

**BA118
DIPLOMA IN OFFICE MANAGEMENT AND
TECHNOLOGY**

**ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP**

IGROW SDN BHD

**PREPARED FOR
AHMAD MUDZIFIR ZUBIR**

**PREPARED BY
NOOR MARDYANABINTI AHMAD TARMIZI
(2019445958)**

**GROUP
BA118 4A**

**DATE SUBMISSION
13 June 2021**

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EXECUTIVE SUMMARY

The subject I am learning which is Fundamentals of Entrepreneurship (ENT300) in the course of Office Management and Technology in UiTM Machang, Kelantan. In this study, students are required to do case study of one company. For this case study, I choose IGROW IDEA SDN BHD and has a successful interview with the Board of Directors and the Head of Finance and Management through Google Meet platform. The report starts with introduction of business description includes business background and entrepreneur background. In this description, it will be the explanation of entrepreneur background which is Ahmad Hamimy bin Ahmad Tarmizi and also explain about his business which is IGROW IDEA SDN BHD. In the company's background, there is an analysis on SWOT of the company. The strength of the company is they expertise in agriculture, however, the weakness is labour shortage and they gain no profits due to breakeven for long time. The opportunity is the supply is low but the demands for their productions is high. Last is a threat where they have an intense competition. Furthermore, the report will explain about the entrepreneurial competencies of the founder. Firstly, report explain about the sees and acts on opportunities. The second one is concern for high quality of work. Next, efficiency orientation followed by problem solving. Last but not least, to complete this report, I attached appendices and references to obtain information about this study case.

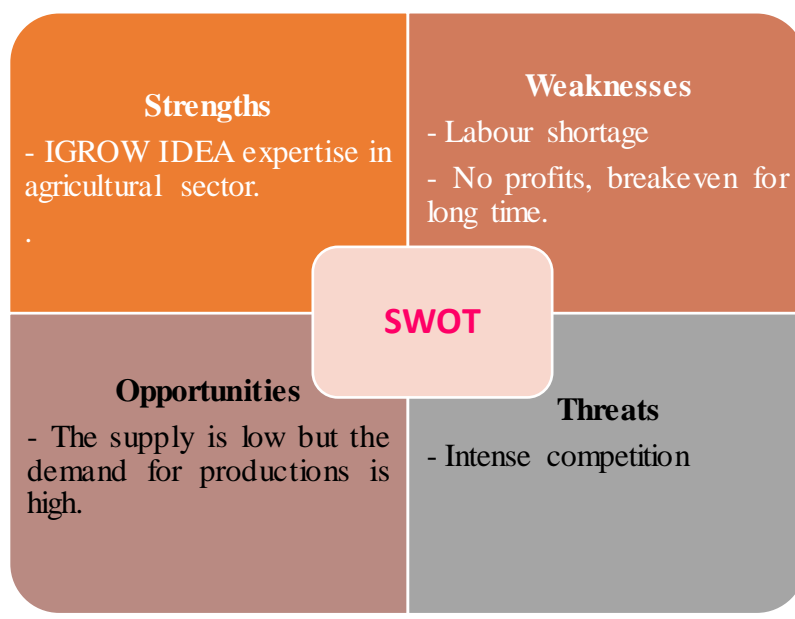
1.0 BUSINESS DESCRIPTION

Business basically is an entrepreneur, enterprise or organization engaged in commerce, manufacturing, or a service; profit-seeking enterprise. In this section, the student will describe in details about the background of the business. Afterwards, a brief explanation about milestone of every achievement of the company and the background of the entrepreneur chosen.

1.1 BUSINESS BACKGROUND

Business entity for IGROW IDEA SDN BHD is company. It is private limited company involved in agriculture sector mainly on crop productions which are sweet corn and pumpkin. The agriculture sectors form establishments primarily engaged in growing crops, raising animals, and other animals from a farm or their natural habitats. IGROW IDEA® is led by its co-founder, Mr Ahmad Hamimy and Mr Harithan who formed the quick-growing enterprise even as the nevertheless of their 30s. They are brothers who dare to think large, have big dream and are no afraid to be exceptional. Moving on, the company consists of Board of Directors, one company secretary and a workforce of 10 people including five permanent employees and five temporary workers. The company has registered as Private Limited Company (SDN BHD) on year 2020 and has been operations for almost three years. The company is located at Suite 3A-4(1), 4th Floor, Prima Bizwalk Business Park, Jalan Tasik Prima 6/2, Taman Tasik Prima, 47150 Puchong, Selangor, Malaysia. The company office hours are from 10:00 a.m. to 5:00 p.m., Monday through Friday.

1.1.1. COMPANY ANALYSIS



1.2 BUSINESS MILESTONE/BUSINESS ACHIEVEMENT

Entering the business world at a very young age, Mr Hamimy Ahmad Tarmizi started venturing by producing his first attempt product in 2019, which was Can B for Her pastilles. However, the first attempt had a major failure. Then, he tried to involved in agriculture sector and its first production is sweet corns. The business grew larger after the farming that he had grows which make his desire toward business became greater.

On the early year of 2020, his hard work paid off as he had successfully registered his own company under Companies Commissions of Malaysia (SSM). During the time of registration, he had a several branding names that were suggested to be used. After a lot of discussion within the members, IGROW IDEA has won the majority. The name was really simple to put as IGROW could heard as Agro too, which is used to form nouns and adjectives which refer to things relating to agriculture. It was official that Ahmad Hamimy has registered his business at the SSM.

In 2021, his company not only has acquired lands in Johor, but also obtained lands in Perak, Terengganu and Kedah as well, which is great for two years old company, so the growing crops has increased. Therefore, they began to do pumpkin cultivation apart from its first crops, sweet corn. The demand for the productions increases as day increases.

Coming closer to the present day, IGROW IDEA ® grow bigger than before. They have become supplier to many clients in the domestic market. They have not only sold the productions domestically, now they are preparing to exports the goods and services to customers residing in Singapore. This may be small achievement for some; however, it is still a good achievement for the company who only has started in the work field. Thus, I believe the success of his company will grow even bigger in years to come.