



اَوْنَبُوْرُ سَيِّدِيْ بِاَتِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

CASE STUDY ENT300:

NJHH LEGACY

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1.0 Executive Summary

For this case study, I choose NJHH LEGACY as my reference entrepreneurship. NJHH LEGACY is a company that selling Korean food around Kelantan. Why I choose this company? It is because this company was selling Korean food that now days has been trending around Malaysia. Even though this company is only focusing at Kelantan, this company is well-known by most of the people in that state.

This company also own by Nur' Najihah bin Sabri. NJHH LEGACY has been established since November 2017. NJHH LEGACY is focusing on selling Korean Food. Their main menu is Spicy Korean Chicken, Ramen Samyang Chicken and Burger Korean Cheese. This company also selling random things such as cookies, scarf and being an agent to another company like NZ Crunchies.

During this pandemic, we cannot communicate with the entrepreneur through face-to-face interview, so I have decided to have interview of her through WhatsApp. Using WhatsApp, I can interview her frequently in case I have another question that I do not remember to ask her. She also provides a PDF document that contain some of her detail and her business detail that I can use it as the reference.

In my observation, by looking at how she answers my question, I can see that she is persistence person, and she has many ideas to make her business is more stand out than other business. By this observation, I can say the competencies that I got to see in her is persistence, use of influence strategies, problem solving, and have self-confidence. As an entrepreneur, competencies are important to make sure their business stay still in a long time because competencies are the characteristics that need to have by the entrepreneur. This competency helping the entrepreneur to perform all the entrepreneurial function on their business.

In this case study, I would like to elaborate more on what competencies that my reference entrepreneur has. Also, we will go through more about the entrepreneur's profile and company's profile. The competencies need to be in every entrepreneur to make sure their entrepreneurship has a good connection and impression from everyone, especially their customer. Entrepreneur's profile and company's profile is important to make sure we know more about the owner and company that I use as my case study reference.

2.0 Entrepreneur Profile



	Detail
Name	Nur' Najihah Binti Sabri
Age	21 years old
Address	Lot 525, Kampung Demit Jalan Perempuan Zainab II, 16150 Kota Bharu, Kelantan
Siblings	Second daughter from five siblings
Education Background	SPM
Position in company	Owner
Age started business	17 years old
Skill	Marching and drawing
Session	Business Class with Encik Khairul

3.0 Company's Profile



	Detail
Company's Name	NJHH LEGACY
Date Established	15 November 2017
Address	Lot 525, Kampung Demit Jalan Perempuan Zainab II, 16150 Kota Bharu, Kelantan
Objectives	<ul style="list-style-type: none"> - Serve food that match with everyone taste. - Serve Korean food in Kelantan
Description of the company	Serve Korean food around Kelantan and have their own agent and dropship
Mission	serve food that suit the taste of what the customer wants
Vision	to be one of biggest Korean food's distributor in Kelantan
Total Agent & Dropship	30 persons'
Annual Sale	RM300k
Social Media Platform	Instagram – spicykorean.kelantan