



اَبُو سَيِّدِي تَيْكُو لَوِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

## FUNDAMENTALS OF ENTREPRENURSHIP (ENT300)

### CASE STUDY

### ZAINE TEXTILE

### PREPARED BY

**NAME** : AHMAD AZRI BIN ZAKARIA  
**STUDENT ID** : 2019433292  
**FACULTY AND PROGRAMME** : CS110 (FACULTY OF SCIENCE COMPUTER  
AND MATHEMATICS)  
**SEMESTER** : 4<sup>TH</sup> SEMESTER

PREPARED FOR  
MADAM NUR HASLINA RAMLI

SUBMISSION DATE  
16/5/2021

## TABLE OF CONTENT

NO.	CONTENT	PAGES
1.0	EXECUTIVE SUMMARY	3
2.0	ENTREPRENEUR PROFILE	4
3.0	COMPANY PROFILE	5 - 7
4.0	ENTREPRENEURIAL COMPETENCIES	
	4.1 Persuasion	
	4.2 Sees and Acts on Opportunities	
	4.4 Concern for High Quality of Work	8 - 11
	4.4 Efficiency Orientation	
	4.5 Problem Solving	
5.0	APPENDICES	12 - 13
6.0	OVERALL REPORT	14

## 1.0 EXECUTIVE SUMMARY

I have chosen Zaine Textile Company for my case study. Zaine Textile is a company that provides various types of quality and the latest batik fabrics available on stores! The fabrics sold by the company are high demand in fashion. The boutique of Zaine Textile is owned by Nik Yuzaine bin Nik Yusoff, who is an alumni student of UNITAR International University. This owner has taught me the ins and outs about businesses in the real world. The business operation is open every day from 10:00 a.m. to 6:00 p.m. The business also advertises their product through Facebook to get more recognition by consumers.

The business is evaluated by its performance in business by SWOT analysis which imply strength, weakness, opportunity, and threat. Through this, I can figure out the problem and find solution based on the analysis made for the company. From my own observation, I can identify the characteristic the entrepreneur and its entrepreneurial competencies.

SWOT ANALYSIS	EXAMPLE
Strengths	<ul style="list-style-type: none"><li>• High demand in fashion</li><li>• High quality fabrics</li><li>• Strategic location</li></ul>
Weaknesses	<ul style="list-style-type: none"><li>• The designs can be plagiarized.</li><li>• A limited supply of product</li><li>• High rental costs</li></ul>
Opportunities	<ul style="list-style-type: none"><li>• Open a new branch outside Kelantan</li><li>• Less competitors in the area</li><li>• Upward trend of batik fashion</li></ul>
Threats	<ul style="list-style-type: none"><li>• Samasa Garment</li><li>• Pelangi Timur Textile</li><li>• Yasmeeen Textile</li></ul>

## 2.0 ENTREPRENEUR PROFILE



(Right to left) Nik Yuzaine and his wife

Name	Nik Yuzaine Bin Nik Yusoff
Gender	Male
Age	50
Race	Malay
Religion	Islam
Phone Number	017 - 9809 966
Address	No 96, Jalan Haji Hashim Bani, Taman Pulong, Kubang Kerian, 16150 Kota Bharu, Kelantan
Hobby	Squasy
Education background	Advanced Diploma in Marketing Management at UNITAR
Job experiences	Owner of batik industry
Mother's name	Rohani@Zainab bt Ismail
Father's name	Haji Nik Yusoff bin Nik Mustapha
Status	Married
Wife's name	Hazila Hashim Bani
Amounts of childs	3
Why do you choose this business?	The business opportunity is vast

### 3.0 COMPANY PROFILE

Name of Business	Zaine Textile
Business Address	Zaine Textile, 6040 Jalan Sultan Ibrahim, 1500 Kota Bharu, Kelantan
Phone Number	011-1018 9596
Operating Hour	10:00 AM - 6:00 PM
Type of Business	Sole Proprietorship
Nature of Business	Fabric products
Main Activities	Wholesale and retail of various fabrics
Date Establishment	2003
Total Sales Per Year	RM 3, 000, 000

The company's commercial name is Zaine Textile. It was established since 1991. The shop is located strategically in the heart of Kota Bharu, Kelantan. The name of Zaine Textile was inspired by the owner's name himself of Nik Yuzaine. He is a sole proprietorship that has been developing his own business from scratch until it becomes what it is today. Based on the interview with the entrepreneur, the average sales of this business per year is RM3 millions. This Batik Industry conduct their businesses by wholesale and retail of various high-quality fabrics as well as ready-made clothes for people who does not want to go and sew by themselves. As for the wholesale, it focuses on the textiles' merchant around Kelantan to get their stocks on the newest designs with the cheapest price.

Zaine Textile is an independent, single store establishment, it does not have any other branches operating anywhere other than in Kota Bharu. As of now, this textile industry is employed with five staffs. Despite having lesser staffs than their competitors, Zaine Textile still managed to gain higher sales as they are acknowledged as the supplier for the other many businesses in the same industry. They give the best service to their customers like only selling quality goods with cheap prices and provides a fast delivery for customers and agents. These strategies have helped them a lot to compete in the business.