



اَوْنِبُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**CASE STUDY**

**ENT300 - FUNDAMENTALS OF ENTREPRENEURSHIP**

**PREPARED BY:**

NAME : MUHAMMAD AMIRUL BIN MAMAT  
STUDENT ID : 2019299594  
GROUP : CS1104D  
FACULTY : COMPUTER SCIENCES AND MATHEMATICS

**PREPARED FOR:**

MADAM NUR HASLINA RAMLI

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## 2.0 Executive Summary

In this study case, the business that I chose is a small necessities store named as the owner's name, Wan Fatimah Binti Yacob, located in Depan Sekolah Kebangsaan Demit, Jalan Raja Perempuan Zainab 2, Kubang Kerian, 16150 Kota Bharu, Kelantan. This store was open in 1975 which in that year, the school nearby this store still does not build yet. Nowadays, this store is now located in a very strategic location near the schools and other commodities. Because the store is located nearby the schools, it is normal to see many students hang out in their store. This store is also not too far from Hospital Universiti Sains Malaysia (HUSM). However, as we can see nowadays, there are many supermarkets built in that area that makes Wan Fatimah's business getting more challenging to compete with other store and supermarket.

Starting from 1975 until now, she always gets support from the residents of the area because of her kindness. Although living in a low-income family, she always gives some help to people around her, especially the students. She likes to give food to a student whose parents are late bringing them home. The store now looks too old, but this store still operates like usual. This store operates from 7 AM to 7 PM everyday. This store can generate sales of up to RM 400 per days. Based on the data, we can conclude that Wan Fatimah, the owner of this business, is a persistent person in carrying her business to become a successful business. "Great works are performed not by strength but by perseverance" – *Samuel Johnson*.

### 3.0 Entrepreneur Profile

Entrepreneur Profile	
Name	Wan Fatimah Binti Yacob
Age	70
Gender	Female
Religion	Islam
Race	Malay
Phone Number	09-7651092
Address	Depan Sekolah Kebangsaan Demit, Jalan Raja Perempuan Zainab 2, Kubang Kerian, 16150 Kota Bharu, Kelantan.
Hobby	Gardening
Skill	Multitasking
Father's Name	Yacob Bin Mat Min
Mother's Name	Lijah Binti Wan Mamat
Status	Married
Number of Child	4
Number of Sibling	7
Which Child in Family?	2
Why Choose This Business?	To make a living for the family
How Many Sibling That Have Own Family?	2

Business Profile	
Business Name	WAN FATIMAH BINTI YACOB
Business No.	(KR0124070-H)
Business Address	Depan Sekolah Kebangsaan Demit, Jalan Raja Perempuan Zainab 2, Kubang Kerian, 16150 Kota Bharu, Kelantan.
Business Phone Number	09-7651092
Business Start Date	1975
Position in Business	Owner
Operating Hours	7 AM – 7 PM
Business Strength	Strategic location. In front of the school.
Business Weakness	Too many competitors.
How to Overcome Weakness?	Build a better strategy to compete the competitors.
Total Sales Per Year	RM 111600

This business was given the name of its owner, Wan Fatimah Binti Yacob, and a license number (KR0124070-H). She began her business when she was 24 years old. She has been in charge of this business for nearly 46 years. Her business is based in Demit, Kelantan. The store is located in a very strategic place. The store was in front of the primary school and near the secondary school. However, her store was not built in a strategic place as we can see nowadays. The store was completely built in 1975, and in that year, there was not yet such a facility in that area such as school, bank and more.

Wan Fatimah, the owner of this business, is an independent person. She stays at the same address as her store. She has a perfect parent where they always give support and pray for the success of her child. Her father's name is Yacob Bin Mat Min, while her mother's name Lijah Binti Wan Mamat. She is number two of seven siblings in her family. Her status is married and she already has four children, and two of them already had a family. She thinks