



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS NAME : SEWA COSTUME BANGI**

**ENTREPRENEUR NAME : HASNURUL HANI BINTI SAIDI**

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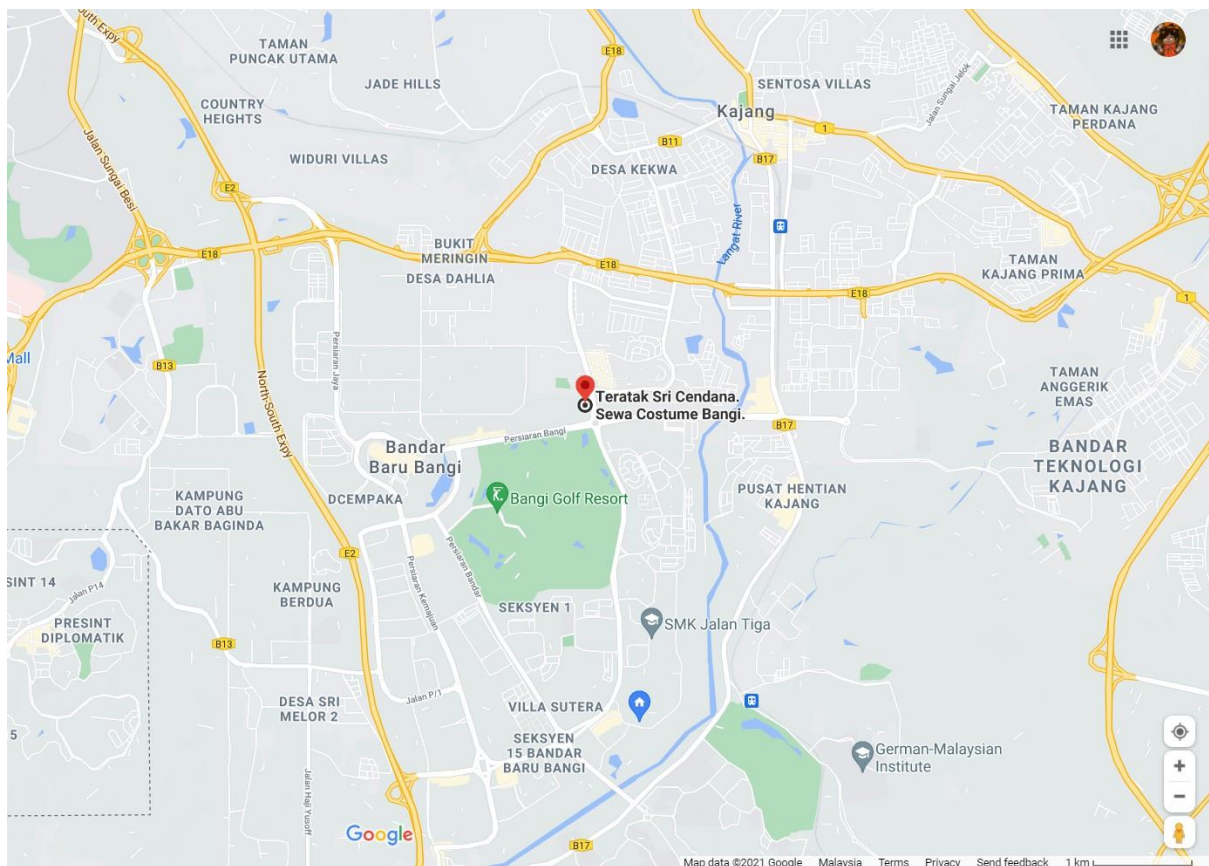
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## Executive Summary

For my ENT300 case study for this semester, the business that I research is Sewa Costume Bangi. This business is owned by Hasnurul Hani Binti Saidi who is a bachelor degree student of Universiti Utara Malaysia.

Sewa Costume Bangi offers a lot of themed clothes for rental. The clothes ranged from many different kinds such as movie characters, comic characters, historical figures, jobs and many more to offer. This business is located at No 10, Jalan 8/33B, Seksyen 8 Tambahan, Bandar Baru Bangi 43650 Bangi, Selangor, Malaysia. This business is different than other since it is an appointments base shop but when there's big event that offers opportunity it is open from 2.00 p.m. until 10.00 p.m. This business promotes their service only through Facebook.



## 1. Introduction : Entrepreneur & Business

### Company Background

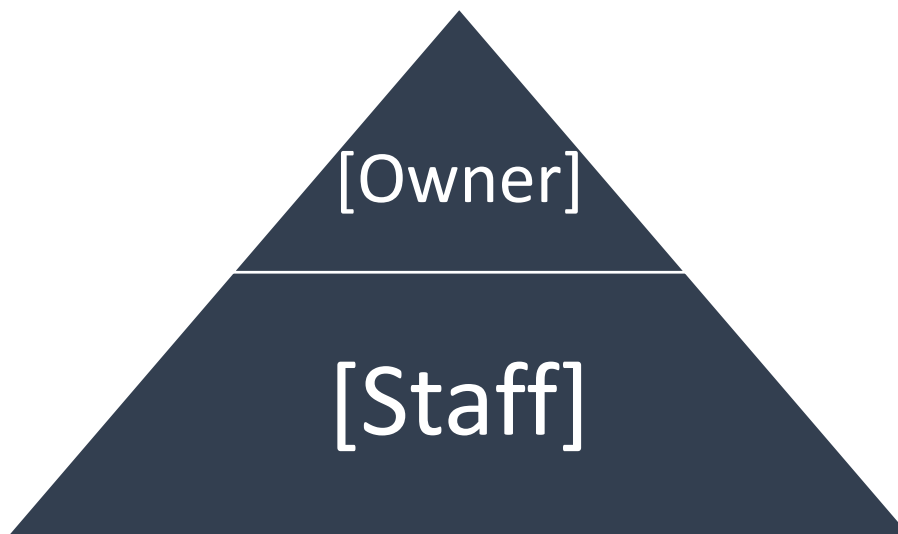
Name of Company	Teratak Sri Cendana
Name of Business	Sewa Costume Bangi
Registration Number	001927918-M
Types of Business	Sole Proprietorship
Nature of Business	Clothes Rental
Main Activities	Costume Rental
Date of Open	January 2015
Phone Number	012-316 6074

Sewa Costume Bangi is located No 10, Jalan 8/33B, Seksyen 8 Tambahan, Bandar Baru Bangi 43650 Bangi, Selangor, Malaysia. Unlike any other store which rent a lot for their business, Sewa Costume Bangi doesn't and instead is located in the middle of the neighbouring houses. This business has been operated for 6 years.

Sewa Costume Bangi is owned by Hasnurul Hani Binti Saidi. This shop is a family business with the Hasnurul Hani Binti Saidi the mother as the owner of the business and her kids works as the staff. The average sale for this company varies from time to time because of it's liability on having events happening that involves themed costumes such as movie events, national day, children's day, halloween event and many more.

Sewa Costume Bangi's goal is to be well-known and opening more branch throughout Malaysia. Hasnurul Hani in her younger days is an information technology student of UUM starts of by selling cookies to her friends and neighbours. The cookies that she made herself to gained some money and experience in business. After she finished her bachelor degree, she went on and work for a company as a programmer and quit right after because of the workload. She then opened her own company known as Teratak Sri Cendana that give massage services. After having childrens she developed a new hobby of going to cosplay competition with her children. From there she thought of a new business after having so many unused costumes laying around the house and that is where Sewa Costume Bangi started.

## Organizational Chart



Staff	Roles	Responsibility
Owner	Head of company	<ul style="list-style-type: none"><li>- manage company</li><li>- preparing new clothes</li><li>- accepting customer's calls</li></ul>
Staff	Sales assistant	<ul style="list-style-type: none"><li>- manage the shop</li><li>- wash the clothes</li><li>- welcome the customer</li></ul>

Based on this organizational chart, there is one owner for this company which is Hasnurul Hani and has a few staffs that help her manage the shop and customers and cleaning the clothes. The staff consists of four permanent staffs now and that is her husband and three of her oldest children. She does not take any outsider as a staff there yet except her own family members.