



اَوْبُو سَيْتِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## ***ENT 300***

### ***FUNDEMENTAL OF ENTREPRENEURSHIP***

#### ***CASE STUDY***

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## EXECUTIVE SUMMARY

Based on this case study I can managed to learn new the new knowledge on some real business by a local company. I can evaluate and noticed entrepreneur competencies that refers to the key characteristics that competitive entrepreneurs should have in order to effectively perform entrepreneurial functions. Without the interview session, I cannot identify and learn the entrepreneur competencies of some business. I also learn how entrepreneur start their interest into business from an officer to become a successful businesswoman.

For this case study, I made a research about Three Box Gold Company and focused more about one of their product under the Three Box Gold Marketing which is also a company business under Three Box Gold and the product was Lu'mor Sos Perap. I made a decision to interview one of their directors face-to-face at their company's headquarters who is Pn Leesa Fazleena who is a alumni student of UPM Serdang and a bachelor of accountancy of accounting faculty. Her goal is to want this company as a well-known company in Malaysia. This business is promotes more of their product through Instagram and Facebook

## ENTREPRENEUR PROFILE



OWNER AND BUSINESS PROFILE	
<b>NAME</b>	LEESA FAZLEENA
<b>COMPANY NAME</b>	THREE BOX GOLD SDN. BHD
<b>CONTACT NUMBER</b>	012 334 4790
<b>EMAIL</b>	<a href="mailto:leesa@threeboxgold.com">leesa@threeboxgold.com</a>
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<b>WEBSITE</b>	<a href="http://www.threeboxgold.com">www.threeboxgold.com</a>
<b>REGISTRATION NUMBER</b>	1394675-H
<b>CERTIFICATION</b>	BACHELOR OF ACCOUNTANCY IN UPM SERDANG. FACULTY OF ACCOUNTING

## BACKGROUND INFORMATION

Three Box Gold Group company is a large company and was established generally to benefit and help teach people to save for the sake of the future. The form of savings referred to is gold ownership. Gold has proven to be one of the most superior and safe ways to save or maintain for centuries and until today. Not just that, however gold is a source of profit since it is a metal that can be used to make money.

The headquarters is located in Setapak Kuala Lumpur, Johor Bahru and Shah Alam, Selangor with five director and one of the directors that I have interviewed is Leesa Fazleena

Under the Three Box Gold Company, there are a few company that works under them. One of the company is Three Box Gold Marketing which they produce product or services such as Lu'mor Marinade sauce and for the service is home interior design and renovation.

In this study case, I'm going to highlight about one of the business which the the Lu'mor Sos Perap product. For this product, they don't have a shop yet and only sell it through online market platform. This company has also opened a kiosk and a booth last Ramadhan at Daya Bumi canteen and serve Western food such as Chicken Chop, Lamb Chop and many more. And from that they also promoted their product to buyers which is the 'Lu'mor Sos Perap' marinade sauce. Not only that, this company also has a café located in Sunway College and at canteen Hospital UiTM Puncak Alam.

For the employee, there are seven permanent staff and 12 part time staff and the commission that the staff will get is RM3 to RM7 per item. The company provide 1-to-1 training of how to be an employee of this company and if the person is far away from the centre there are zoom meeting provided which is an online platform video call to meet other people.

This product is the most focused business in this company since there are only one product in this company. The average sales of this company's product is RM15000 to RM20000 per months. Below is the product's price based on a market price, agent and stockiest.