



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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ENT 300 INDIVIDUAL ASSIGNMENT

CASE STUDY

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TABLE OF CONTENTS

CONTENTS	PAGES
COVER PAGE	1
TABLE OF CONTENTS	2
EXECUTIVE SUMMARY	3
ENTREPRENEUR PROFILE	4
ENTREPRENEUR COMPETENCIES	5
APPENDICES	6-7

EXECUTIVE SUMMARY

This is an individual assignment assigned to the students to identify one entrepreneur for case study and to find out about the personal entrepreneurial competencies that was selected by the student. For this case study, Mr. Muzamir Mustaffa and Mrs. Faizah Salleh, selected as entrepreneurs to be evaluated based on key characteristics of personal entrepreneurial competence. Will share his personal background to see how he carved his way to becoming a successful Malay businessmen in the food packaging industry durable. Their initiative in making this enterprise a success to be able to act on opportunities and concern for high product quality are some of the key features that make them highly competent and overseas -class entrepreneurs.

ENTREPRENEUR PROFILE

OmmaSon is a Korean food company that is halal, all the initiatives of its owners in order to resemble its products as originally in Malaysia under company Faizaamer Enterprise founded by Mr. Muzamir Mustaffa and Mrs. Faizah Salleh through the success of this OmmaSon brand product. Mrs. Faizah Salleh is the founder of this product. A founder a dedicated and very persistent woman with 3 children. She holds Bachelor's degree Degree in Electronic Engineering. 7 years the experience of living and growing in Seoul, making it famous and busy with Korean culture, lifestyle and food. His interest in food and cooking became the driving factor to learn more about Korean food and founded Ommason. Mr. Muzamir Mustaffa is the co-founder of this company and he say "InsyAllah OmmaSon will become the best and 1st Non-Korean world class leading company promoting and providing 'Halal' Korean Food worldwide. We are not only looking at the business view but also itsresponsibility". He's loving, caring and always positive minded as well the founder's young husband, graduated in Bachelor Degree of Mechanical and Aerospace Engineering in Seoul National University. They are a couple with almost 10 years of experience in Korea and returned to Malaysia to start their wings as entrepreneurs. Because Malaysians and Koreans are Asian countries and they think they want to bring in the obligatory Korean food, namely kimchi, but it is processed to be halal food in Malaysia and accepted by Malaysians. With the courage they tried to bring in food from the country, they managed to make the product more popular and in high demand.

BUSINESS PROFILE

Ommason was established on 4/12/2014. The owners of this company are a couple, Mr. Muzamir Mustaffa and Mrs. Faizah Salleh. The word Ommason is a combination of two languages namely korean and english. The nature business of this shop is any need related to korean food. This business is located at 21, Jalan Kajang Impian 1/2, Taman Kajang Impian, 43600 Bandar Baru Bangi, Bangi, Selangor, Malaysia. They have a mission which is to provide the 'Halal' and yet preserve the Korean authentic taste of our product to be safely consumed by all people especially Muslims. Provide the best quality and health-beneficial ingredients. While their vision is To be the best, leading and the most reliable Halal Korean Based Product Provider in the world by 2030.

ENTREPRENEURIAL COMPETENCIES

1. Sees and acts on opportunity

Entrepreneur, Mr. Muzamir Mustaffa and Mrs. Faizah Salleh has seen their opportunity to create their own brand and its opportunity to market. The product is the best halal kimchi in Malaysia. They are Malaysian entrepreneurs who know about the acceptance of Malaysians to kimchi which is a good and nutritious food and not many were in Malaysia at that time. This proves that when they get a response on their idea to create halal kimchi day by day their effort and patience pays off.

2. Persistence

Like other entrepreneurs, they face challenges in fulfilling their goal of growing the enterprise, especially from the financial aspect since they started the business. They also face difficulties in finding halal ingredients that resemble Korean food in the slightest aspect of salt. They also face a shortage of experienced or skilled workers in Korean food manufacturing. However, they do not give up and this increases their confidence and motivates them to work harder in their business.

3. Concern of high quality work

At that time, many people doubted the manufacturing process whether it was halal or haram in terms of the spices up to the original product. However, they try their best to convince that the product is genuine and halal made and comes from Malaysia. Of course, most people in Malaysia are Muslims and the founder is also a Muslim, of course they know about the law. They are very concerned about the quality of all aspects especially the wet goods and the durability of the product.