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UNIVERSITI
TEKNOLOGI
MARA

ENT 300

**FUNDAMENTALS OF
ENTREPRENEURSHIP**

CASE STUDY

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CLASS : AD111 4B

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EXECUTIVE SUMMARY

SMC is the representative of “Shakila Mustafa Colouring” which is the name of the owner company and it’s an independent company where it focus on selling new style and variety of scraf. have been involved with the scarf industry for several years and established in the late 2013 appeals to Muslimahs who are fashionistas. Suitable for daily wear, whether casual or formal, yet remaining modest and elegant.

The company had produce scarf for all age catagories but in these modern era scarf not only can be wear by muslim people but by all people around the world as it symbolize as new fashion trend this is the motto that the owner of this company want to give. The scraf style include semi-instant, instant, shawls and square. They invest heavily in high-end fabrics such as Italian satin silk and various forms of chiffon. Printed Chiffon, the popular Basic Shawl and Satin Square, as well as our Chiffon Premium, have received positive reviews and are consistently in high demand despite numerous reproductions. Their best-selling inner neck collection includes the 'V' Inner, round inner, and the new inner neck craze, their ever-popular Snow Cap Inner.

What special about this company is that it did not just depend on specific shop to sell their scraf but the owner had initiative to travel around Malaysia to sell it. They use exhibition and event as the place for them to sell, by doing this they did not just raise a huge amount of salary each week but also can help people who are facing a hard time during this pandemic since each of the state can only hire 2 till 4 workers.

ENTREPREUR PROFILE



NAME	SHAKILA MUSTAFA
AGE	28
COMPANY NAME	SMC
POSITION	COMPANY DIRECTOR
PHONE NUMBER	013-4143923
ADDRESS	NO 37, 1 ST FLOOR, JALAN DAGANGAN 10, PUSAT BANDAR BERTAM PERDANA, PENANG 13200 KEPALA BATAS, PENANG
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APPROVAL	DIPLOMA IN ENGINEERING
MAIN PRODUCT	SCARF

ENTREPRENEURIAL COMPETENCIES

As we are facing this Pandemic problem, it limited us from meet each other face to face so we have our meeting by using google meet. I am very honored to get this opportunity to meet her via online. Despite her busy schedule, she still remained smiling throughout the meet and give me a lot of advice. She told me that she is thrilled to talk about her business experience because she want to inspire other teenagers to courage themselves and take this challenges and risks if they felt that they want to join business life. She choose to be an independent business woman rather than an employee since she knew doing something that she doesn't like didn't give any specific meaning in her own life.

1. Specific knowledge.

I am amazed by how sincere she was when talking to me, as she says that taking a risks are not easy. She faced a lot of circumstances and loss because she did not have any guidance from anybody when starting this business. She just learn everything in the Youtube but by the time goes by she eventually manage to do it by her own. She learnt how to deal with this business things through a friend and having so much information just

2. Demand for efficiency and quality.

Her business income keep growing positively because she really care about her scarf quality. She had face time when her scarf stock did not meet her criteria so she sell it in much more affordable price that it did not reach her budget at all. But as she thinks customer will just stay if they believe our product is worth it so she willing sacrifice anything that will make her scarf quality getting worse.

3. Risk taking.

As I was mentioning about her, she is a risk taker and didn't even planning on how she will be successful in the future with this business. Risk-taking actions and achievement are not mutually associated. "Entrepreneurs should learn more about their personalities because it can help determine whether or not a business can succeed" she said. She came from a not so wealthy family so she had to work multiple jobs for her dream to be achieve. It inspires me to be more independent and not hesitant to accomplish our goal in the future.