



# ENT300

## (ASSIGNMENT-1)

### [CASE STUDY]

#### PREPARED BY:

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#### ENTREPRENEUR:

<b>COMPANY NAME</b>	: AZ Akif Resources.
<b>ENTREPRENEUR NAME</b>	: Mr. Zul (husband) : Mrs. Asmida (wife)

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**Introduction:**

: An entrepreneur is a person that starting and owning new business, also tolerate with various situations in case of the risks or the rewards. Besides, entrepreneurial venture is, the entrepreneur makes a renewal and exploitation in economic or social value following the types of entrepreneurial characteristics.

**Executive Summary:**

: I choose an entrepreneur from construction company, a married couple, the wife is Mrs. Asmida and her husband is Mr. Zul. Their business is 'AZ Akif Resources', the construction company that provide house building services on their own land. Began this construction company because of having experience in handling site project and management with the private sector before. Previously, Mrs. Asmida was a clerk in the loan process, working from 2003-2012 in the several private sector. Besides, her husband is a laborer and upgraded to a sub -contractor who is also in the private sector, and now is a director of this company. Tireless efforts bring success to Mr. Zul and Mrs. Asmida, with the help also encouragement of family members and employees until they catch more and more customers. In doing an interview, Mrs. Asmida share lots of strategies on how she is handling the business also some the tips being an authoritative entrepreneur with multitask should be done. Facing various difficulty in order to be succeed, are not easy as everyone thought. From time to time, having problems in terms of finances, site project, staff and also the customers too. It is normal things in business, because of that Mrs. Asmida always be positive and keep standing in handling all of the obstacles. The conclusion that I get from all of this, the further our journey, the greater knowledge and experience we will earn. In running the business also can associate with a phrase that said 'little by little, over a length of time, it becomes a hill'.

**Entrepreneur Profile:**



**Biodata:**

<b>NAME</b>	:Asmida Bt Abdul Manaf .
<b>AGE</b>	: 38 years.
<b>PLACE OF BIRTH</b>	: Kuala Krai, Kelantan.
<b>DATE OF BIRTH</b>	: 21 <sup>st</sup> July 1983
<b>NATIONALITY</b>	: Malaysian.
<b>MARITAL STATUS</b>	: Married.
<b>HUSBAND NAME</b>	: Mohd Zul.
<b>COMPANY</b>	: AZ Akif Resources.
<b>POSITION</b>	: Company Manager.
<b>RESIDENCE ADRESS</b>	: PT 17979, Kg Signal, 17500, Tanah Merah, Kelantan.
<b>WORK EXPERIENCE</b>	: 9 years.
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**Company Background:**

'AZ Akif Resources', the construction company that provide house building services on their own land. Starting the business journey with a small-scale in 2014 and only five workers at that time, then got expanded until now. AZ Akif Resources inspired from 'AZ' are standing for Asmida and Zul, meanwhile 'Akif' taken from their first son's name, since this company commence on Akif achieve 1 years old. The place of the company is their own residence located in Tanah Merah, Kelantan. This company is a sole proprietorship and did not have any collaboration with others yet.

Next, amount of twenty houses has done, and more than ten for upcoming projects in about 9 years are fast for the company with only a small quantity of workers. Their tagline is 'we are professional contractor, becoming easier for customers' suitable with friendly services they give. This company special offer may attract customers, adding with free gifts that provide miscellaneous of amazing items with high quality. The example, household items like a lamp, fan or air conditioner, door and so on. Price offer also very adorable with their generous services.