



اَوْنُوْزِ سَيِّتِيْ تَيْكُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ART & DESIGN**  
**UITM MACHANG KELANTAN**

**ENT 300**  
**STUDY CASE**  
**(PAPA BACKDROP COMPANY)**

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## EXECUTIVE SUMMARY

The name of the company is Papa Backdrop Enterprise. It was established on 24 May 2016. Next, this company is type of joint partnership namely Mr. Abdul Shafiq Mamduh bin Abdul Wahab and Mrs. Yasmin Izzati binti Ahya Almuddin This company is ready to accept bookings for all types of events. The company also makes Wooden panel backdrop supply for wedding, birthday party, product launching, annual dinner, custom prop. Apart from accepting backdrop orders to be used as a photobooth, the backdrop can also be used as a mini couch for anyone who is planning to hold a berendoi, aqiqah and ceremony. In addition, they also take orders to make props or custom backdrops based on client requests. The owner takes the initiative to become a leader in the field of business. They put themself in a position where they are responsible for the failure or success of the business. The owner always looks for and takes action on opportunities which is this company is ready to accept bookings for all types of events. They used the opportunity to get customers feel easier to deal with. The owner does personal studies into how to deliver a product or service for their business on a regular basis. They make it a point to review past consumer reviews. In order to provide valuable material, the owner has often obtained advice from professionals or successful individuals. To accomplish his objective, the company has identified fresh and hopefully unique concepts. The company also understands and identifies the challenges faced and allows the company to think of its solution and adapt to the situation.

## ENTREPRENEUR PROFILE

The name of the company is Papa Backdrop Enterprise. The registration number for this company is 201603346259 (002596212-T). It was established on 24 May 2016. Next, this company is type of joint partnership namely Mr. Abdul Shafiq Mamduh bin Abdul Wahab and Mrs. Yasmin Izzati binti Ahya Almuddin

First, the name of the owner of the backdrop is Abdul Shafiq Mamduh bin Abdul Wahab. He was born on May 17 and is 33 years old. His place of birth is in Ipoh, Perak. Continuing studies up to SPM only. Next, the name of the second owner of Papabackdrop is Yasmin Izzati binti Ahya Almuddin. He was born on May 19, 1988 and he is 33 years old. His place of birth is in the Kuala Lumpur General Hospital. He continued his studies up to a diploma in business management.

This company is ready to accept bookings for all types of events. The company also makes Wooden panel backdrop supply for wedding, birthday party, product launching, annual dinner, custom prop. Apart from accepting backdrop orders to be used as a photobooth, the backdrop can also be used as a mini couch for anyone who is planning to hold a berendoi, aqiqah and ceremony. They provide backdrop services for various types of events such as weddings, birthdays, product launches and dinners. In addition, they also take orders to make props or custom backdrops based on client requests.

The challenge faced during a pandemic is when the event is not allowed to operate and has to be postponed by the customer. The impact is also on Papabackdrop company, for example, the workshop rent has to be paid as usual. The COVID-19 pandemic has brought further changes as companies and businesses have had to reorganize and create new strategies. In addition to the existing problems faced by small businesses, the coronavirus pandemic has unleashed many new challenges that companies are developing. Existing problems such as money management during periods of declining demand, work-life balance, customer base have been exacerbated by this period of uncertainty.

The success of this company is that they have used its services for big and famous events. Many artists have used their service and are satisfied with the service provided. They always take customer feedback to improve their service to a better service.