



اَوْنِبُوْرَسِيْتِي تِيكُونُو لُوْكِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT 300)

ASSIGNMENT 1: CASE STUDY ASSIGNMENT

(D'RAHMAT PIZZA)

FACULTY & PROGRAMME:

FACULTY OF ART AND DESIGN, GRAPHIC DESIGN

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1.0 EXECUTIVE SUMMARY

This assignment is the study on a successful entrepreneur. I have chosen D'Rahmat Pizza company. D'Rahmat Pizza is founded by successful entrepreneur, Mohd Aris bin Mohammad and his wife, Siti Mariati binti Ismail. Mohd Aris was born on 13 August 1973 and he is 47 years old while her wife, Siti Mariati was born on 2 April 1974 and she's now 48. This case study gives information about entrepreneur and their businesses. Also, it helps to find out about how an entrepreneur deals with problems in business and assess the level of efficiency of an entrepreneur and as a leader in their business. And indirectly I can see these entrepreneurs being smart to set up businesses and grow their businesses by helping each other as husband and wife. The business started with the efforts of the husband and wife only, later after their children had finished their studies. Their children manage his business and become one of the staff in his business. His business started in 2006 and still remains to this day. Its business location is in Taman Desa Kundang, Selangor. In his business, there are some problems to develop his business. For example, lack of knowledge about business, loss of self -motivation to continue the business and so on. But this entrepreneur managed to solve all the problems he faced. It shows the efficiency of this entrepreneur in overcoming his business problems. Among the competencies of these entrepreneurs to control problems is that they take initiative, seek information, solve problems and also increase self -confidence in overcoming them.

2.0 BUSINESS DESCRIPTION

2.1 Entrepreneur background

Entrepreneur's name	Mohd Aris bin Mohamad / Siti Mariati binti Ismail
Age	47 years old / 48 years old
Date of birth	13 August 1973 / 24 April 1974
Gender	Male and female
Relationship	Husband and wife
Contact number	016-2552569 / 013-6553234
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Based on the case study, D'Rahmat Pizza has been chosen. It was founded by one of the successful entrepreneurs, Mohd Aris bin Mohammad and his wife, Siti Mariati binti Ismail. Mohd Aris was born on 13 August 1973 and he's now 47 years old while his wife was born on 24 April 1974, 48 years old. They have four children and three of them work as staff in his business. They started the business with a capital of rm10000 from his personal savings. And the purpose of his business was to support the family and open a restaurant. He started his business without business knowledge which affected the business in the beginning. However, after a few years of this business founder, he learned a lot about business knowledge and his business continues to grow.

2.2 Company Information

Name of company	D'Rahmat Pizza
Name of founder	Mohd Aris bin Mohammad and Siti Mariati binti Ismail
Established in	2006
State	Selangor
Address	No. 16, Jalan 2 Taman Desa Kundang, 48050 Rawang, Selangor
Contact Number	03-6034 3411
Email	mohdaris1973@gmail.com
Sosial Media	@_drahmatpizza (Instagram) Pizzadrahmat (facebook)
Types of brand	Local brand
Target Customer	Strongly focus on priorities of young people, individual or families
Employees	10 employees
Product / service offered	Food service that they serve is pizza. For example, Beef Pepperoni Supreme, Sausage Beef Supreme, Veggie Vegan Pizza, Kebab pizza, and Lamb pizza. Also, they make delivery service.
Achievement	Initially, they were only able to sell 30 pieces in a day, now we can reach 200+ pieces a day.
Market development	starting with just 1 site now has over 3 sites in a day